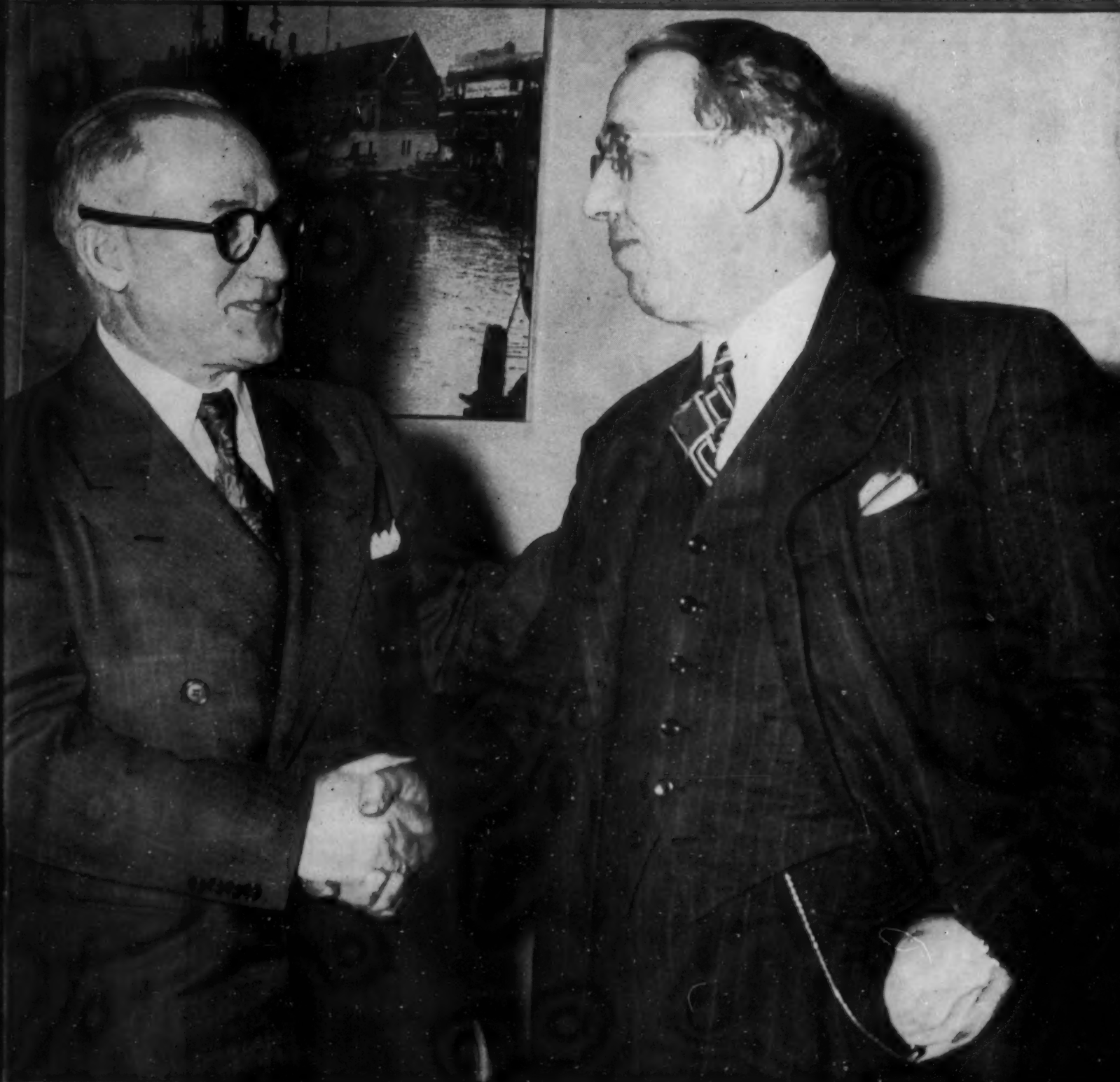


THE

QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



35 Cents

NEW PRESIDENT TAKES OFFICE

Harry Farris (left) is congratulated by Palmer Hoyt, retiring chairman of the Executive Council, after the International News Service chief had been sworn into Sigma Delta Chi's highest office at a Headline Club dinner in Chicago Jan. 15. See Pages 12-13.

International News Photo

January-February, 1946

LIVESTOCK FARMERS—THE BACKBONE OF AMERICA'S FARM BUYING POWER



Pay Day at the Market

HOGS, the "mortgage lifters" of other days, now add up to just plain Buying Power—and plenty of it.

Take, for a typical example, the 190 purebred Hampshire hogs pictured above. Marketed at Kansas City by John W. Smith, progressive stockman of Clinton county, Missouri, they averaged 332 pounds and brought \$14.55 per cwt. for a neat total of \$9,178.14.

Earlier, 43 beef cattle from the same farm sold for \$6,207.50, poultry and cash crops of wheat and soy beans brought additional income, there are more cattle in the feedlot and a new crop of pigs is growing into money.

Because livestock farming is efficient farming, those engaged in it are the most substantial and

the most consistently prosperous in agricultural America. In every community the livestock farm is conspicuous for its large acreage, fine home, modern buildings, up-to-date equipment, good livestock and superior crops.

Issued daily from the four basic livestock markets, *The Corn Belt Farm Dailies* provide an unparalleled service vital to the production and marketing of our annual six billion dollars worth of cattle, hogs and sheep. These publications each sell for \$5.00 a year. They are thoroughly read *every day* by people with influence and buying power—livestock farmers.

This is the most valuable circulation in the agricultural field!



THE CORN BELT FARM DAILIES

GENERAL OFFICE: UNION STOCK YARDS, CHICAGO 9, ILLINOIS

CHICAGO DAILY DROVERS JOURNAL • KANSAS CITY DAILY DROVERS TELEGRAM
OMAHA DAILY JOURNAL-STOCKMAN • ST. LOUIS DAILY LIVESTOCK REPORTER

THE - PUBLICATIONS - OF - THE - LIVESTOCK - INDUSTRY

THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXIV

Founded 1912

No. 1

Science on the Front Page

ATOMIC energy has been harnessed. The Army Signal Corps pointed its radar at the moon—and hit it. Plastics are so good that V-J Day found the Navy armored in glass for beach heads yet to come. Medicine is tracking down some of man's most ancient ills with sulfa, penicillin, streptomycin and what else only the boys in the white coveralls know.

War accelerated this tremendously. As physicists, chemists and biologists made one long stride after another in the desperate need to win quickly, science left the Sunday feature section for Page 1. News editors are no dummies. They tried atom and moon on the man in the street and reached for the big black gothic.

On the whole American newspapers handled epochal scientific news with both judgment and energy. The press associations and a handful of big dailies cashed in on regular staff science writers. When the first bulletins came over the wires these specialists were likely to know what it was all about. At least they knew the telephone numbers of men who were sure to know.

The occasional excesses of editors and reporters who tended to confuse Jules Verne and Albert Einstein might have been prevented if they had had a science writer handy to say "Nuts!" But there will never be many science writers handy. Some publishers who can afford such specialists are likely to regard them as luxuries. And the specifications for the job are peculiar and exacting.

Obviously, to cover the laboratories, a science writer must know a bacillus from a beta-ray. To cover them honestly he must appreciate science's reluctance to budge beyond demonstrable fact—its distaste for the fine plump generalizations that make headline writing a happy art. If he cheats on available fact to make a better story he is a phony. In a field like medicine such a man may be a very dangerous phony.

But the science writer's prime job is to make simpler people understand. This means intelligent reporting and lucid writing. If the scientific interpreter cannot find enough non-technical words or lacks the imagery to make his story real to average minds, he remains simply a student of science writing for the papers. The chances are that the more he really knows about science the easier he will find it to explain.

As a specialist, the science writer must be resigned to the probability that he will annoy some of his superiors. Among them will be the sentimentalists who cherish the ripe old tradition that, given sole leather and an address, any good reporter can cover anything.

The sentimentalist need not fret. What people think about science—what they intend doing with it—will remain as important as science itself. And people will always be the job of good reporters, garden variety.

Praise Where Praise Is Due

THE meeting of the Executive Council in Chicago in January gave one stalwart of Sigma Delta Chi his first breathing spell in years from national office. He is Palmer Hoyt, past president and retiring chairman of the council. There is no better known living member, nor one to whom more gratitude is due.

One of the nation's busiest newspapermen—publisher, OWI director, Navy emissary to the Pacific, crusader for world press freedom—Palmer was never too busy to get to Chicago to counsel and cheer the group of men striving to carry on at home base. The healthy state of Sigma Delta Chi after four war years is in no small degree to his credit.

Bill Smith, retiring president who succeeds Palmer as chairman of the council, is another example of the loyalty which the fraternity has won from busy men. During his presidency, Bill made many trips to headquarters. And Bill was a working newspaperman, for part of his term of office on a tough new assignment that knew no hours, in recent months both ill and busy.

Barry Faris succeeds Bill as national president. And in Barry, Sigma Delta Chi can boast one of America's top newspapermen as its leader. As editor-in-chief of one of the major press associations, he covers the world. As an officer of the fraternity, he is an enthusiastic follower and advisor in all that goes on at 35 East Wacker Drive.

Similar tribute could be paid other national officers who were elected or reappointed in January. They said technical goodbye to Palmer Hoyt but nobody took it seriously. They knew he would still be around. At the same time, the Executive Council welcomed a newcomer who is a regional successor to Palmer Hoyt of the *Oregonian* and the *Denver Post*. He is John M. McClelland, Jr., editor of the *Longview Daily News* in neighboring Washington.

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Gallagher

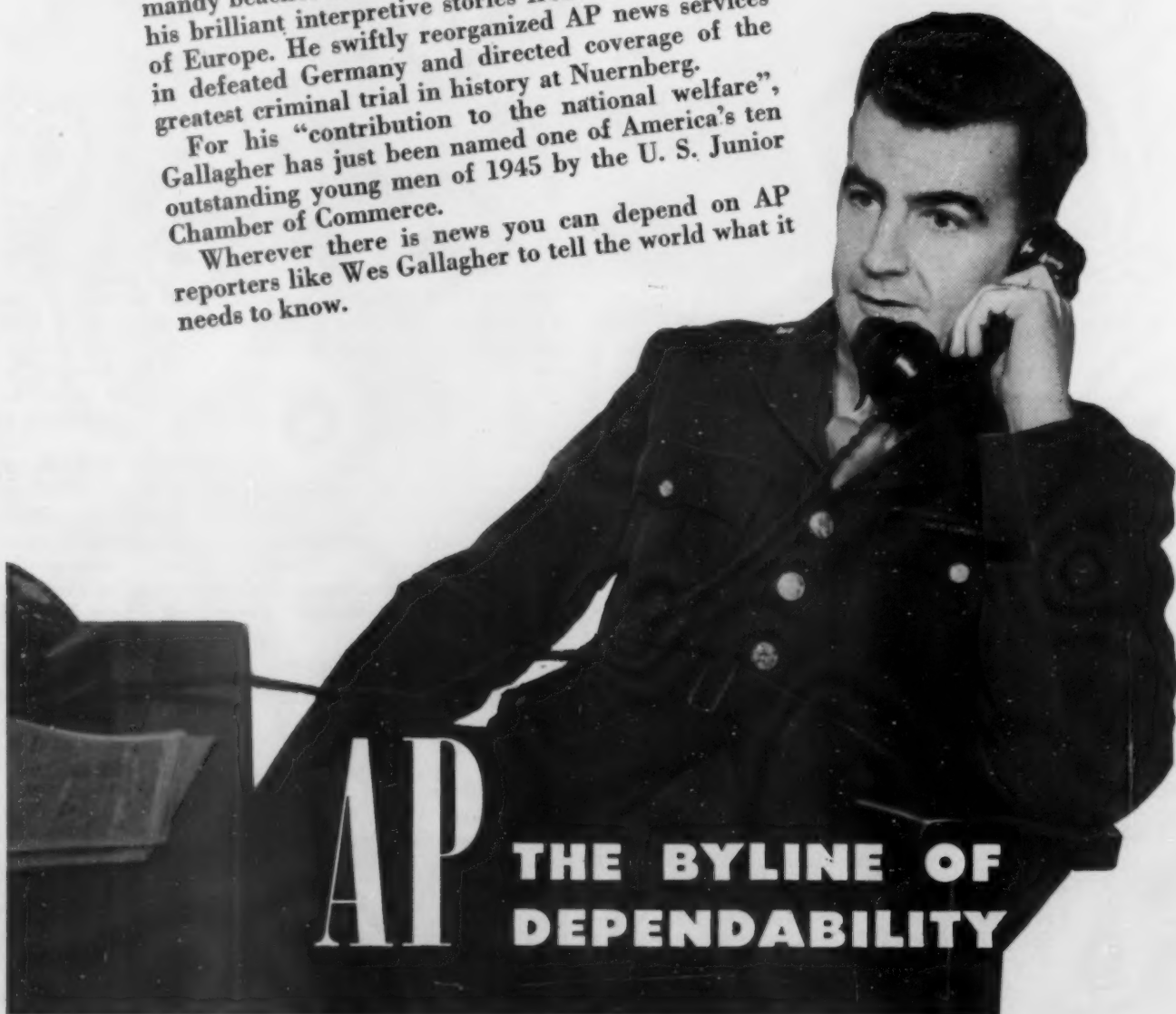
Writes What the World NEEDS to Know!

The fearless, vigilant reporting of Wes Gallagher regularly hits the front pages of the world's newspapers.

Chief of The Associated Press staff in Germany, Gallagher knows Europe like a book and the whole world knows his hard-hitting, factual reporting. He was first with news of the Allied landings in Africa, he headed AP's crack invasion team storming the Normandy beaches and he won distinction repeatedly for his brilliant interpretive stories from the battlefields of Europe. He swiftly reorganized AP news services in defeated Germany and directed coverage of the greatest criminal trial in history at Nuernberg.

For his "contribution to the national welfare", Gallagher has just been named one of America's ten outstanding young men of 1945 by the U. S. Junior Chamber of Commerce.

Wherever there is news you can depend on AP reporters like Wes Gallagher to tell the world what it needs to know.



AP

**THE BYLINE OF
DEPENDABILITY**

G.I.'s Revive Journalism Of Frontier

By JACK MORRIS

FRONTIER journalism, probably the most vivid phase of American newspapering, came back from the grave during the war years and flourishes today on the widest peacetime frontier in the nation's history. This is the vast Pacific, where countless thousands of American soldiers are waiting to go home or be transferred to other assignments.

Since V-J Day these island garrisons have been defending themselves only against boredom. The unit newspaper has assumed new importance in their lives. It continues publication as a colorful reflection of the lives of men who have been combat or rear-echelon troops. It carries news that is no less interesting because the world is no longer at war.

Some 130 tabloid dailies, weeklies, monthlies and once-in-a-whiles appeared in Lt. Gen. Robert C. Richardson's Middle Pacific Command before V-J Day. A few were printed but most were mimeographed, multilithed or typewritten. An appreciable number of these are still very much alive.

Some of the island newspapers were developed by professional newspapermen turned soldier but many simply developed editors and reporters as they went along. The result was a freshness and



TRACES JOURNALISTIC REVIVAL—First Lt. Jack Morris, former Chicago newspaperman, discovers in the *Cow-Eye Sentinel* and the *Squirrel Cage Gazette* a G.I. equivalent of vanished frontier newspaperdom.

uninhibited individuality that went back to the one man journalism of the 19th Century frontier. Gold rush and cow country editors were also accustomed to defending their ideas personally.

The Army allowed its fourth estate con-

siderable liberty with the rules of formal journalism. Its island "press" has covered the news, official and unofficial, with vigor and merriment. Sometimes it made the news. It has had what still pays off in Metropolis or Ruralville—punch!

"We are full of fermented coconut juice," admitted the editor of one four-page multilith job.

WORLD WAR No. II was anything but an inarticulate struggle. The Allies gave the Axis propaganda for propaganda. Civilian press and radio covered the campaign as no war has ever been reported. And the American armed forces produced a range of publications even more diverse than the newspapers and magazines at home.

Such top flight service prints as *Yank* and *Stars and Stripes* were quoted widely. The technical commands put out slick paper magazines that compared favorably with major civilian trade periodicals. At the other pole of military journalism was the humble unit newspaper.

In many respects the unit newspaper will remain for historians of journalism the most fascinating of all wartime editorial phenomena. It was often crude. But it was vigorous and it was colorful. It revived a tradition of individual journalism largely forgotten.

This account of "G.I. Gazettes" in the Pacific was written by 1st Lt. Jack Morris, former Chicago Times reporter now publications officer for the Middle Pacific command. It was obtained for *The Quill* by Major Charles A. White, Middle Pacific liaison officer at Washington.

Lt. Morris, who attended the University of Illinois and worked on newspapers in Oklahoma City and Detroit as well as Chicago, entered the Army in 1943 and was commissioned from the ranks. He now doubles as an evening instructor in journalism at the University of Hawaii.

SOLDIERS named their papers with a nice, informal clarity. The editor of *The Cow-Eye Sentinel*, published on the island of Kauai, Hawaii, wrote that his sheet had evolved through a "bastard birth, 'teen tribulations and majestic maturity." He said further:

"The 'Cow-Eye' term was a dodge to get around censorship, a play upon the Hawaiian pronunciation of 'Kauai.' Until censors lifted an eyebrow a year after our first publication, banning the caricature of the cow with the over-sized left eye, that cow was just as much our trademark as Bull Durham's bull or Borden's bossy."

An editorial from the *Squirrel Cage Gazette*, sounding board of a Saipan anti-aircraft battalion, was candid:

"This is not a newspaper in the accepted sense. Maybe it is not a newspaper in any sense. Whether it is or not, it needs helpers, advisers, contributors, copy writers and pencil-pushing yardbirds. . . ."

THE *Gazette*, notwithstanding its professional humility, proved to be an organ that could generate interest in the best Bonfils-Tammen style.

The paper had a pet squirrel. Quarantine officers, unaware perhaps of the symbolic importance of that rodent in the newspaper business, took it into custody

[Continued on Page 17]

Businesspaper: Know How'

of readers or by readers alone. The businesspaper *Iron Age*, for example, in 1941 (the last normal year) with 17,000 readers carried 5,360 pages of advertising, while *Time*, the weekly news magazine with more than a million readers, carried 2,817 pages of advertising the same year.

TODAY an agency like J. Walter Thompson, or N. W. Ayer, will assign as much brain power to the preparation of the copy for a \$300 page in a businesspaper as they devote to a \$3,000 page in a consumer magazine or a national newspaper.

And for a good reason, too. Women do not, for example, buy General Electric ranges by mail order. The *Ladies Home Journal* is a grand spot to run a four-color double page G-E announcement of an electric range. *Journal* readers will thrill to the copywriters' inspired language.

But Joe Doakes who is an electrical dealer out in Larchmont and considers *Electrical Merchandising* or *House Furnishing Review* as his business bible will have to sell that range. G-E is going to tell him how to sell it, how to make money on it, in his businesspaper.

The wiring and installation costs on that electric range will run anywhere



BUSINESS EDITOR AT WORK—Julien Elfenbein, editorial director of a group of four leading household furnishing papers.

SOME time ago Julien Elfenbein wrote to ask if Sigma Delta Chi had anything for him to do. The letter fell into the hands of the editor of **THE QUILL** who knew of Julien as author of "Business Journalism," recently published by Harper & Brothers. The answer was a prompt: "How about a piece?"

Later he met Julien in Chicago and spent a morning wandering among the household furnishing exhibits at the Palmer House. It was a show to impress the least gadget-minded—ironing machinery with electronic controls, vacuum cleaners like miniature one-man submarines, whole kitchens with labor-saving devices concealed in shiny chromium. The newspaperman began to appreciate the job of the businesspaperman.

Julien, former daily newspaperman, is editorial director of the home furnishing group of businesspapers published by the Haire Company of New York. (The firm prints woman's wear and aviation papers as well.) He specifically doubles as editor-in-chief of two of his string of papers, *House Furnishing Review* and *Linens & Domestics*.

He has written this article in the to-the-point manner of an editor accustomed to publishing for people who read, not primarily for entertainment or general information, but in search of ideas that mean bread and butter. He sees in business editing a promising field for young journalists. Recent **QUILL** notes on developments in agricultural, home economics and other technical fields of writing would indicate that journalism teachers are not unaware of this medium for their graduates.

Julien was a Sigma Delta Chi at the University of Texas ('19) where he studied law and left college to serve in Army Intelligence in the first World War. Between wars he was a reporter—*Dallas Dispatch* and *Houston Press*—commercial artist, advertising copywriter and account executive and businesspaper editor. In this war he was a member of the Business Editors' Advisory Council of the War Production Board.

from \$50 to \$150, besides the price of the range itself. In that businesspaper ad G-E will probably tell Joe Doakes that they are about to run a double page in the *Ladies Home Journal*. This is known as "merchandising" a consumer advertising campaign.

THERE are two or more businesspapers covering every segment of legitimate human activity. In the United States and Canada there are published about 1,700 businesspapers, more than 500 farm journals and about 6,000 internal and external house organs or employees magazines.

The publishers of independent businesspapers also publish trade directories, sales training manuals, booklets and business books. Between 30 and 40 thousand trained major and minor executives are employed full time on businesspaper staffs, not counting engravers, printers and binders. The total readership of the specialized business press is 25 million.

This 25 million is management—the executive personnel of the country—in the professions, in government, labor, in the fields of production and distribution—industrialists and small corporation heads, plant supervisors, work superintendents, wholesale and retail buyers, importers and exporters, scientists, technologists, publishers, editors, marketers, advertising men, teachers, brokers.

The revenue of the business press from

[Concluded on next page]

Businesspaper

[Concluded from Page 7]

advertising subscriptions, the use of mailing lists, the sale of books, manuals and directories, and from other sources, is estimated at more than \$150 million annually, and is increasing steadily.

A MODERN classification of industry has been needed for many years. So that all teachers, students, journalists and business men may speak the same business language when they describe a bracket of industry or a businesspaper serving that bracket, I have subdivided businesspapers and industries they serve into four major brackets:

(1) Businesspapers serving the extractive industry: industries chiefly concerned with extracting raw materials, such as agriculture, forestry, fisheries, mining, quarries, oil and gas wells.

(2) Businesspapers serving transformative industry: food, textiles, steel, petroleum, leather, paper. These industries transform raw materials, organic or inorganic, into new products, sometimes finished, sometimes semi-finished.

(3) Businesspapers serving the distributive industry: communications, transportation, agents and brokers, importers, exporters, wholesalers, retailers. This bracket is engaged in moving goods and people, services, ideas, know-how, to the point where these are needed.

(4) Businesspapers serving the contributive industry—like the industry you and I are engaged in—writing. The contributive industries include management, medicine, law, engineering, journalism, advertising, selling, accounting, labor unions, political organizations, construction, heat, light and power and a host of other services and talents which are necessary in order to make the other three brackets function.

THE businesspaper is a continuous text book of adult education. It is the up-to-the-minute source of continuous vocational education. It is the homework for business men and business women who want to improve their jobs by keeping constantly informed of changing policies, practices and techniques, in their particular fields and in related fields.

Businesspapers are published daily, weekly, semi-monthly and monthly. They assume the format of the newspaper, the tabloid, the general magazine and the pocket size magazine.

There the similarity ends. In content, the businesspaper cannot be compared with any other media of communication.

HERE are a few of the essential differences:

THE NEWSPAPER: Spot news, politics, crime, divorce, scandal, society, woman's page, theater, cartoons, comic strips, columnists, sports, crossword puzzles, fiction, disintegrated editorial comment.

THE GENERAL MAGAZINE: Fiction, nonfiction and poetry for popular information or entertainment, amusement, relaxation; bathing girls; puppy dogs, crooners and movie stars.

INTELLECTUAL MAGAZINE: High-hat journalism, often fearless, original and constructive, but requiring a translator or interpreter for many people to get the point.

The following chart from the author's "Business Journalism" shows the title, function and monthly salary range of editorial and top non-editorial employees of businesspapers:

Publishers (Non-owners): Administration—supervision and interpretation of departments—economics of the industry	\$1,000 and up
Editors-in-Chief: Set editorial policy—write editorials—give leadership to industry	\$600 to \$1,000 and up
Business Managers: Administration—Plan selling campaigns	\$600 and up
Managing Editors: Supervise production and makeup—edit contributions—watch budgets, deadlines	\$400 to \$600
Advertising Salesmen: Sell space—contact	\$400 and up
Associate Editors: Special assignments—departments	\$400 to \$500
Market Editors: Review market—visit sources—describe new products and services	\$200 to \$500
News Editors: Cover news of industry—rewrite—read proof	\$150 to \$300
Editorial Secretaries: Dictation—records—appointments—filing	\$150 to \$250
Promotion Managers: Prepare campaigns for advertising, circulation	\$200 to \$300
Public Relations Directors: Liaison with newspapers, magazines and radio—report organization activity—copy	\$500 to \$600
Research Directors: Market analysis—readership surveys—tabulation—reader inquiries	\$200 to \$300
Production Men: Prepare advertising or editorial makeup—proofs	\$150 to \$300

THE NEWS WEEKLY: Digests of general news events, war, politics, crime, general economics with or without popular interpretation.

THE BUSINESSPAPER: Avoids fiction, politics, sports, humor, crossword puzzles, comics; ignores scandal, crime, divorces; transmits the latest confirmed and tested know-how or applied knowledge for making a profitable living to a readership which uses this information to make decisions, to buy and sell. Integrated editorial. News and trends are analyzed, charted, clarified, illuminated, defined.

THE basic functions performed by the businesspaper may be summarized as follows:

1. Adult education: Providing the technical "know-how" information on operations, products and services to key managers and supervisors responsible for production and distribution.

2. News: Gathering, organizing, and disseminating business news intelligence.

3. Editorial. Criticizing, guiding, crusading, and pioneering.

4. Integrating: Revealing the relationship of the parts to the whole. Interpreting the meaning of news events and forecasting trends.

5. Forum: Town Hall in print. A meeting place for self-expression by management, producer and distributor, and other readers.

6. Advertising: Selling and merchandising in print by means of advertising messages.

7. Research: Market analyses, surveys, and studies.

8. Public relations: Giving information to the public, to the government, and to industry and labor about the particular segment of industry a businesspaper represents.

9. Public utility: The responsibility to provide continuous service at fair rates in return for the franchise from the public guaranteeing freedom to the press to print the truth without fear or prejudice.

THE huge training programs inaugurated in our war plants and armed services during World War II have

stimulated the desire of millions of men and women for the kind of know-how found in the columns of the businesspaper. Hundreds of thousands have acquired the habit of reading and studying.

New text books, manuals, educational films and reprints of articles from businesspapers have stimulated their interest in modern technics of business. They want factual information about new products, new equipment, new processes.

The want to know how to keep up with technological advances in their own occupations or professions. They are hungry for the kind of education they can get only out of businesspapers.

THE daily press and wire services have indicated their acceptance of the reliability of information and validity of opinion of the leading American businesspapers. In the past four months the *Associated Press* has requested seven different national surveys of readership opinion on current problems from the members of the National Conference of Businesspaper Editors. The results were published widely.

Businesspaper editors of the conference have recently broadcast their own opinions over both the Mutual and Columbia radio networks. On January 11, more than 150 leading businesspaper editors had a session with President Truman.

TAKE my own organization as an example in the field. We publish 11 national businesspapers. We also publish directories in all of the industries we cover as well as many types of sales training manuals. Two of our publications are in the aviation field and 9 are consumer goods magazines.

We maintain a staff of more than 300 people in our New York office and have branch offices in seven other key American cities and in London. In addition, we maintain a chain of correspondents in the United States and other countries.

The business press is destined to play a very important role in the new world economy and holds, I believe, a bright future for those who decide to make a career of business journalism and have the qualifications.

News Shop For Whole U. S. Navy

By FRED K. ROSS

NEWSPAPER editors around the country probably were startled nearly a year ago to receive press releases from the Fleet Home Town News Center at Chicago. In April, 1945, country weeklies and metropolitan dailies from Maine to California began getting news stories and even pictures and mats of hometown boys who were serving in the Navy.

For the weeklies, it was the first time they had ever received any Navy hand-outs, and some of them were understandably skeptical. They wrote in asking if this service was free or if they were going to be billed for it later. The Navy had been casual up to that time in its public relations.

The Press Section in Washington put out a few releases a day on big stuff—ship losses, award of major decorations and the like—but these went only to the wire services and the large dailies who had men covering the Navy Department. A survey among newspaper editors early in 1945 disclosed that the Navy ranked fourth and last among the armed services in the quality and quantity of its press releases.

ALL this was changed within the span of a few months after Secretary of the Navy James Forrestal personally ordered the establishment of the



RELEASES FOR 11,000 HOME TOWNS—Fred K. Ross, former West Coast reporter and editor, helped launch the Fleet Home Town News Center that covered the boys at sea from Maine to California.

News Center. He believed that Navy morale would be heightened immeasurably if everybody in the fleet had a chance to get a write-up in his hometown newspaper about what he was doing in the war.

Once the secretary had spoken, the gold braid sprang into action. Urgent messages went out to every naval district and

training station asking for the names of qualified newspapermen who could be sent out in the fleet as correspondents.

It was a great day for newsmen in the Navy, for up until that time they had received little consideration. Some had been commissioned as public relations officers but the enlisted men had fared less well. A number had gravitated to ship and station papers, but many of them had been made yeomen, storekeepers and even gunner's mates.

Those who were considered too old for rugged duty with the fleet, and those who came in too late, were assigned to the News Center at Chicago where Lieut. (now Lieutenant Commander) Charles W. Payne, a former AP picture editor, was busy setting up an organization to edit and distribute the thousands of stories that soon began coming in by airmail from the hundred ENC's with the fleet.

LT. Payne and his executive officer, Lieut. Morton Frank, former Pittsburgh newspaperman, began by compiling what is probably the most complete media file in existence. Combining data obtained from N. W. Ayers newspaper directory, the Editor and Publisher Annual and various radio station directories, they made a visible card file listing every town and city in the United States with a newspaper or radio station.

Furthermore, if a village had only a weekly paper, the card for that town listed the name of the nearest daily newspaper and the nearest radio station. Data on each paper showed whether it was a weekly or daily, its publication day, whether it could use cuts, mats or prints.

[Concluded on next page]

NEWSPAPERMEN had generally considered the Navy a tougher crowd to deal with than such publicity-smart military organizations as—say—the Navy's own Marine Corps. But when Naval gold braid finally found time, long after Pearl Harbor, to do something special about Navy public information, it did a big and shipshape job.

The Fleet Home Town News Center, set up in Chicago's Rush Street, was the answer. It became rewrite battery and copy and picture desk to a string of "reporters" on ships around the globe. In short time it was sending releases by the thousands to every newspaper shop and radio station, big and little, in the country. Fred Ross, former West Coast reporter and editor, had a hand in it and tells its story from an ex-sailor's vantage point.

A 1930 graduate of the University of Washington, where he was a Sigma Delta Chi, Fred reported and read copy for the Portland News-Telegram, the Seattle Times, the Associated Press, and the Vancouver (Wash.) Columbian. He was managing editor of the Vancouver Sun and assistant editor of the Pacific Builder and Engineer.

Enlisting in 1942 as a yeoman, he served two years as an editor of All Hands, Navy monthly magazine, before his Chicago assignment. After leaving the service with a chief specialist's rank, he became news editor of the Army and Navy Bulletin in Washington, D. C.

News Center for U. S. Navy

[Concluded from Page 9]

The file today contains about 11,000 cards.

This media file was augmented by a library containing the names of house organs, trade journals and even foreign language newspapers. If a news story about Seaman John Jones mentioned that he had been an employee of General Motors, a copy was sent to the GM house organ, or if he had been a radio announcer it went to radio trade journals.

Copies of stories even were sent to the publication of the high school Johnny had attended. I know that a WAVE typist must have been surprised one day to receive a story written entirely in Spanish and intended for a Spanish-language paper in Los Angeles.

LT. Tom Collins, former Atlanta and Louisville newspaperman who entered the Naval Reserve from the slot of the Chicago Daily News copy desk, took command of a sea-going rim. (He was later executive officer.) Then began the job of editing literally thousands of stories, received from fleet units around the globe, for style, accuracy and military security.

The copy poured in from the typewriters of fleet "reporters," air-mailed from the ports of the seven seas. With the copy came photographs from the darkrooms that had been set up on ships large enough to accommodate such units. A list of 15 advancements in rating aboard a cruiser somewhere meant 15 releases for the News Center in Chicago. On a recent peak day, the Center produced 7,518 releases and mailed out 16,598 copies of them.

Most of the stories fell into a certain pattern. John Jones, seaman first class, son of Mr. and Mrs. John Jones of Somewhere, Mich., was serving (had been advanced in rating, commended, or transferred) on a warship in the Pacific. He had graduated from Somewhere high school and been employed by the Somewhere plant of General Motors. There were stories big and little.

The response, especially from small dailies and weeklies, was enthusiastic once they got the idea. The little papers were interested in every home town boy in service. They were now getting news of him without having to wait weeks or months for his mother to call with a delayed and censored letter from the boy himself.

Of course the evolution of the News Center was not without its collisions of newsroom and quarterdeck philosophy. Navy bigwigs originally designated the copydesk as an all-officer organization on the assumption that only an officer would have the judgment to shape a story for publication and make sure it did not reveal such wartime secrets as ship locations. (Before V-J Day it would have been a courtmartial offense to send out a story that Johnny Jones was serving on the U.S.S. Missouri off Okinawa).

Because the Bureau of Naval Personnel was slow in assigning copy readers, all the enlisted personnel in the News Center with previous newspaper experience were given a tryout on the copy desk

and eight of the most promising were placed on the rim. One belated officer finally checked in for duty on the copy desk. After a brief tryout he was tactfully put to work elsewhere.

Then a procession of WAVE officers began arriving. So far as BuPers was concerned, they were all copyreaders. One WAVE's father owned a weekly newspaper in North Dakota; another had been a proofreader on a Gary, Ind., daily; a third was a school teacher who had once done some work for a Minnesota weekly.

TO keep up with the ever-mounting literary efforts of the correspondents with the fleet, it became necessary for the copy desk to handle about 1,500 stories a day, including cutlines for about 200 photos. That meant that each copy reader had to handle some 200 stories a day, and most of the WAVES couldn't read that many, let alone edit them for style and security, and underline the hometown of each man in red for the benefit of the media section.

As assistant copy editor in the early days of the Center, I recall checking the work of one WAVE. She had wrestled with one feature story about a Seabee surveyor on a Pacific island recently taken from the Japs. He had encountered what he thought to be ten natives eating watermelon in the jungle. Receiving their permission, he whipped out his knife and joined the feast, then walked back to camp. Later he saw the Marines dragging in the ten "natives." They were Jap soldiers.

Confronted with something out of the ordinary, this WAVE copyreader didn't know just what to do but she decided the story must conform to pattern. When she had finished, the story simply enunciated in effect, that John Smith was a surveyor with a Seabee battalion on a Pacific island. She had removed the Japs.

FINALLY the WAVES were transferred and permission was granted to draft any enlisted man in the News Center for duty on the copy desk. Eventually there was collected around the rim what I believe was one of the most talented aggregations of copy readers ever assembled.

There was an editor-on-leave of Billboard, managing editor of the Kentucky Post, a former makeup editor of the Louisville Courier-Journal, a former associate editor of Farrar & Rinehart, a former assistant city editor of the Chicago Times, and the publisher of a Tennessee weekly. Several were only seamen, second class, which is just on step above yardbird in the Navy. We immediately stepped up production to 2,000 stories a day.

Since these enlisted men were filling officers' billets, Lt. Payne recommended five of the copy readers who had some college training for commissions. In due time the answer came back: The Navy Department regretted that these men were not of officer caliber.

IT was inevitable that in handling so many thousands of stories, mistakes sometimes crept by but no violation

of naval security was ever reported.

The editor of a Chicago community newspaper telephoned one day in some bewilderment about a release he had received from the News Center. It recounted how a boy from his neighborhood had been "advanced from seaman, first class, to executive officer of his ship."

The editor wondered if that wasn't rather rapid advancement, even in a global navy. Investigation disclosed that a WAVE typist had skipped a line in copying the story, which should have read that the lad was "advanced from seaman first class, to gunner's mate, third class, it was announced by the executive officer of his ship."

BY war's end the News Center's reputation was established. Surveys had shown that the Navy was receiving more space, in proportion to its numbers, than any branch of the services. The Center's original small complement had grown to 164 people. And on file were letters from editors in many states, saying, in effect: "Keep sending."

After V-Day, news interest shifted from what Johnny Jones was doing to when he was coming home. But the Center continued to put out copy and reached its peak day nearly five months after peace in Tokyo. A Michigan editor summed it up when he wrote:

"We feel people will continue to be interested in local boys serving in the Navy."

Apparently the Navy's Department of Public Information thinks so too. Rear Admiral Harold B. ("Min") Miller, its director, recently indicated the News Center will become a permanent installation.

SERVING UNCLE SAM

Sgt. Warren Holloway (Washington '42) has changed his address from the APO for the Alaska Communication System to his home in Seattle and his title from "Sergeant" to "Mister."

Capt. Phil E. Gafford (Oklahoma '41) has been assigned as a gunnery instructor at the Field Artillery School at Fort Sill, Okla. Inducted in January, 1942, Capt. Gafford won his commission at Fort Sill the following Autumn and has since served at Camp Gruber, Okla., Fort Riley, Kas., and the Command and General Staff School at Fort Leavenworth.

Ensign Luman G. Miller (Kansas State '37) has been transferred from Pearl Harbor to Pensacola, Fla., after service on the Carrier Bon Homme Richard in the Third Fleet. Editor-on-leave of the Belleville (Kas.) Telescope, Ensign Miller is one of the four Sigma Delta Chi sons of A. Q. Miller (Kansas State Professional '37), publisher of the Telescope.

Lorne S. Waddell (Syracuse '42) and Miss Jean F. Manier, secretary to Dean M. Lyle Spencer of the Syracuse University school of journalism, were married in New York in November. Lorne, formerly on the staff of the Long Branch (N. J.) Daily Record, is a specialist first class in the Coast Guard attached to the Philadelphia separation center.

Oaks From Little Acorns

Unused Pictures Grow Into Educational Booklet

By GLEN P. BURNS

ODD pictures and unorganized data lying unused in company files may be the potential contents of an unusual educational booklet. Such a booklet may surprise its creator by winning wide public recognition as well as goodwill in the firm's own trade field.

A recent industrial company publication, "Nature's Woodland Wonders," was very literally an example of the adage about "little acorns" and "great oaks." A well-illustrated part color job, with a minimum of advertising, it was published by the tractor division of the Allis-Chalmers Manufacturing Co. primarily for the lumbering industry to which the firm sells equipment.

Its editor quickly found he had hit a bigger jackpot than the lumbermen to whom, in the interest of the firm's machinery, he had addressed the booklet. Daily newspaper rotogravure editors used pictures and excerpts. The booklet hit a very respectable circulation of 25,000 which included public and college libraries and classrooms. Other industrial editors may be interested in retracing the steps by which "Nature's Woodland Wonders" became a reality.

IT all started one day when the editor of an industrial publication was cleaning out his desk drawers. He came upon a U. S. Department of Agriculture publication entitled "Famous Trees" and after thumbing it in search of possible material for the company's bi-monthly publication, he found on one of the pages a few paragraphs on freak trees. If copies of these pictures could be secured, the editor saw the makings of a "forest freaks" column.

He wrote the sources listed in the government publication requesting prints for a possible column. The recipients of these initial letters not only sent copies of the prints but also suggested other persons and places where they knew other freak trees existed. The editor followed these up.

Beginner's luck brought in many prints and the editor began to tap other possible sources. A form letter was sent to each of the branches of the U. S. Forest Service requesting that they refer to their files in search for possible freak tree photos. While these letters were still in the mail, a suggestion was passed on that perhaps some of the nature magazines could furnish prints.

Six magazines came through with 25 photos. Early correspondence with the branches of the Forest Service revealed they had assigned staff members to try to fulfill our request. Tabulations later indicated that the nine branches of the Forest Service had contributed 76 prints.

As a final shot, the editor wrote Chambers of Commerce in the larger cities, devoting special attention to those where logging was an essential industry. While this did not bring the results of the Forest Service or the nature magazines, several prints not obtained elsewhere did find their way to the collection.

WITH a collection of 145 freak tree pictures gathered in three months, it was figured that using the entire series in a "forest freak" column would extend over 24 years. The booklet idea was born and won quick approval of the department head.

The company was planning on pre-



Glen P. Burns

paring some material for a coming logging congress so they decided to present each attending member with a copy of the booklet on freak trees. Most men in the lumber industry saw freak trees, but none of them could have ever seen this entire collection.

The first step in publishing a pictorial booklet of this nature was to select the appropriate pictures from the collection of 145 prints. Some of the photos sent in were beginning to duplicate themselves. Tree and location were different but it was the same type of freak.

It was necessary to select one photo of each type, keeping in mind such photographic factors as reductions, blow-ups, sharpness and layout position in the booklet. When sorting was completed, it was decided that the booklet would contain 56 illustrations out of the possible 145. These illustrations to be used represented 23 states and included 41 species of the most common trees.

WHILE the freak trees would be educational to a certain extent in themselves, it was decided to make the publication just a trifle more interesting by presenting a miniature map of the United States with each tree photo. An orange colored overlay on the map indicated the natural growing range of the particular species of freak shown.

In all, the maps show the common growing areas of 41 different species of trees. Incidentally, an exhaustive check in public and forestry libraries failed to produce a compiled work on freak trees.

The production of the booklet itself involved the usual labor of retouching, layout and selection of type styles and sizes. One interesting change made during the early production days was the change from regular halftones to duotones. A sample proof was made in regular halftone and duotone to show the contrast. The duotone gave that third dimension of depth to the photo which added so much to pictures that had scenery for a background.

In writing the copy which consisted of a 50 word caption for each picture, the editor worked in close co-operation with

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EVERYBODY loves a freak—animal, vegetable or mineral—as Glen P. Burns discovered when he added up some odds and ends of unusual tree pictures and got a promotional booklet that took its place on library reference shelves. He thought the story of how "Nature's Woodland Wonders" happened might interest other editors and so did THE QUILL.

When the booklet was made Glen was the editor of industrial publications for the tractor division of the Allis-Chalmers Manufacturing Co. in Milwaukee. He covered assignments in the logging industry from Indiana to Oregon with a typewriter and a camera and helped his firm produce a technicolor sound film on the Alaska Highway where its equipment was used.

Since editing "Nature's Woodland Wonders" Glen joined the promotion and research department of the Milwaukee Journal. A 1942 graduate of the Marquette University school of journalism, where he was a member of Sigma Delta Chi, he has had articles published in trade magazines and THE QUILL.

Open Postwar Fraternity Program

New Officers Arrange 1946 Convention

NATIONAL officers of Sigma Delta Chi were elected and installed and plans looking toward a vigorous postwar program for the fraternity were initiated at an all-day session of the Executive Council in Chicago January 15.

As a result of the meeting, the fraternity will hold its first national convention since 1941 in Chicago next Autumn. Since the council authorized the convention in mid-January, plans have advanced to the stage where it can be announced that its sessions will be held at the LaSalle Hotel November 21-23, the weekend before Thanksgiving.

The council also agreed on a man of exceptional qualifications for executive secretary, a post that has not been filled since the resignation in 1942 of James C. Kiper. Former owner-editor of small newspapers, after an outstanding undergraduate record at a major university, he is awaiting release from his captain's commission in the Army. Formal announcement of his name cannot be made at this time.

NATIONAL officers chosen at the council session are headed by President Barry Faris, known to newspapermen around the world as editor-in-chief of the *International News Service*. They were installed the same evening by Palmer Hoyt, retiring chairman of the council, at a Chicago Headline Club dinner in the Merchants and Manufacturers' Club. Willard R. Smith, retiring after two years as president, replaced Palmer as council chairman.

In his inaugural address before 135 members of the Headline Club, Barry Faris pleaded for unfettered truth in reporting world news as the key to peace. He declared that only through factual reports could the vanquished nations really learn freedom as it is understood and practiced in the United States. Citing his experience on a recent visit to Japan, he said:

"For the first time in history the Japanese people are learning what it is to be like a free people. They are naturally somewhat dazed but they are learning fast and liking it."

Barry praised Gen. MacArthur and declared the Japanese would be really disarmed by his policies, physically and intellectually.

"If the carping critics of Gen. MacArthur could see the job he has performed," he said, "they would be silenced. A complete bloodless revolution has taken place."

Critics of MacArthur's "soft" policy in using the emperor as a focus of order were reminded of the many American lives that had been saved by the general's occupational strategy.

"Gen. MacArthur went in when there



John M. McClelland, Jr.

were only two divisions of American troops ashore," he pointed out. "As we increased our forces the tempo of his administration was speeded up and he cracked down on the Japanese."

BEFORE the dinner the Headline Club initiated seven professional members in a ceremony conducted by an all-national officer ritual team, headed by President Faris as editor. The initiates were:

JOHN W. CARROLL—editor and publisher of the Park Ridge (Ill.) *Advocate*, Chicago suburban newspaper.

JOHN P. CARMICHAEL—Sports editor of the Chicago *Daily News*.

EDWARD J. DOHERTY—Chicago *Sun* reporter and winner of the 1944 Sigma Delta Chi award for general reporting.

WILLIAM M. MCCARTHY—Managing editor of the Chicago *Times* recently returned from Pacific assignment as a Naval officer.

JOE W. MORGAN—Central division news editor of the *United Press*.

LEE PRAVATINER—Assistant night picture editor of the Chicago *Times*.

HARRY S. WATSON—Former reporter and editor of the African and European editions of the *Stars and Stripes* and the son of Elmo Scott Watson, past national president of the fraternity.

ANOTHER feature of the dinner program was the formal presentation of his distinguished service award to Eddie Dougherty by Barry Faris. Eddie, veteran reporter for half the newspapers of Chicago and New York and a member of the famed Dougherty clan of newspaper brothers, won the award for his *Sun* story of the funeral of William Allen White.

Palmer was introduced as toastmaster of the dinner by Charles Werner (Oklahoma Professional '41, Chicago *Sun* political cartoonist. Charley won a Sigma

Delta Chi award for 1943 and is vice-president of the Headline Club.

It was announced at the business session of the executive council that announcements of the 1945 professional awards had been sent to a total of 3,357 managing editors, chief editorial writers and political cartoonists, radio news directors, wire services and state press associations, journalism departments and undergraduate chapters.

Nominations are being gathered for outstanding performance in 1945 in the eight fields of general, foreign, Washington and radio news reporting, editorial writing and cartooning, research and courage in journalism on the part of a newspaper.

PLANS for the national convention are being made under the leadership of George A. Brandenburg (Northwestern '29), Middle Western editor of the *Editor & Publisher*, a member of the fraternity's headquarters committee and a former national president. The tentative program starts with a get-together supper Thursday night, Nov. 21, and continues through regular sessions and a program of entertainment to a possible final business session Sunday morning.

Proposed highlights of the program are attendance at a Northwestern-Illinois football game and a final dinner with a speaker of national headline prominence. Business sessions would be held in the Lincoln Room, immediately adjacent to the Press Gallery, a shrine of Chicago newspaperdom, with pictures of the city's "greats" including famous front pages, cartoons and other records. Luncheons and dinners would be served in private

1946 National

PRESIDENT—E. Barry Faris (Cornell-Professional News Service. 235 E. 45th Street,

VICE PRESIDENT (Professional Affairs)—George A. Brandenburg (Professional '40), Managing Editor, *Time* and

VICE PRESIDENT (Undergraduate Affairs)—Professor of Journalism, 301 South Hall, University of Wisconsin

VICE PRESIDENT (Expansion)—Oscar Leid, Air Transport, McGraw Hill Publishing City.

SECRETARY—Luther A. Huston (Washington Bureau Manager, New York Times. 717

TREASURER—Neal Van Sooy (Stanford '33, Stanford Alumni Review. Azusa, Calif.)

CHAIRMAN (Executive Council)—Willard R. Smith, *Madison Journal*, 1 West Main Street, Madison

COUNCILLOR—Dean Frank Luther Mott, School of Journalism, University of Missouri, Columbia

COUNCILLOR—Carl R. Kesler (Beloit '20), *Star*, Madison Street, Chicago

COUNCILLOR—Eugene C. Pulliam (Founding Inc. Claypool Hotel, Indianapolis, Ind.)

COUNCILLOR—John M. McClelland, Jr. (Longview, Washington.

dining rooms easily accessible from the convention quarters.

Delegates would be housed in the LaSalle which is conveniently located in Chicago's Loop, near the theater and principal shopping district and at no great distance from any of the city's five daily newspaper plants. The hotel has historic significance for a gathering of newspapermen and journalistic students in that it is on the site of the Whitechapel Club, famed newspaperman's club of by-gone years.

OTHER business discussed by the executive council included discussion of a proposal by M. Lyle Spencer (Washington Professional '19), dean of the Syracuse journalism school, for establishment of a chapter at the American University in Cairo, Egypt, one of several centers of overseas instruction for American soldiers. The administrative difficulty of such expansion—as well as of other proposed foreign sites in Latin American and Canadian colleges—was deferred for consideration of the fraternity in convention next Fall.

The Wells Memorial Key for 1944 was awarded Palmer Hoyt for his wartime service as president and council chairman. The 1945 Wells key was voted to Albert W. Bates for his work as chairman of the Headquarters Committee which has supervised administrative details of the fraternity in the absence of an executive secretary.

It is the second award to Al, a former executive secretary. (When last heard from in Hawaii, where he is publicising steamship lines, hotels and pineapple for Castle & Cooke, he was debating adding an oak leaf to the old key or replacing one of its rubies with a diamond.)

Other resolutions of commendation were voted to the present Headquarters



VETERAN GETS AWARD—Eddie Dougherty (left) receives the Sigma Delta Chi award for general reporting for 1944 from Barry Faris at the inaugural dinner following a mid-winter session of the Executive Council.

National Officers

Grinnell-Professional '28), Editor-in-Chief, International News Service, 5th Street, New York City.

(Affairs)—George W. Healy, Jr., (Louisiana State University), Editor, Times-Picayune, New Orleans, Louisiana.

(Affairs)—Frank Thayer (Wisconsin '16) Professor, University of Wisconsin, Madison.

Oscar Leiding (Illinois '27), Associate Editor, United Press, 330 W. 42nd Street, New York City.

(Washington-Professional '17), Washington Post, 717 Albee Building, Washington, D. C. (Stanford '33), Editor, Azusa Herald, and Editor, Azusa, California.

Willard R. Smith (Grinnell '21), The Milwaukee Journal, Madison, Wisconsin.

Arthur Mott (Iowa-Professional '27), School of Journalism, Columbia, Missouri.

Elloit '20), State Editor, The Daily News, 400 W. 4th Street, Chicago, Illinois.

am (Founder—DePauw), Central Newspapers, Indianapolis, Indiana.

land, Jr. (Stanford '37), Editor, Daily News, 400 W. 4th Street, Chicago, Illinois.

Committee, on which Al Bates has been replaced by Elmo Scott Watson, and to Larry Salter (Chicago Professional '43) who was host to the executive council at its meeting and luncheon in the Illinois Athletic Club.

WITH one exception, the slate of national officers represented shifts in the previous membership of the executive council. Palmer Hoyt, retiring from active office for the first time in many years, was replaced on the council by a newcomer. He is John M. McClelland, Jr., recently returned from combat service as a Naval lieutenant in the Pacific to resume the editorship of the Longview (Wash.) Daily News. He becomes an executive councillor.

Thirty years old and a '37 graduate of Stanford University, John is the youngest member of the council. As president of the Stanford chapter in 1936-37, he conducted a national poll of Sigma Delta Chis on a Stanford plan for changes in the professional organization of the fraternity. He reported for the Santa Anna (Calif.) Journal, the Salinas Morning Post, and the Sacramento Bee before going to Longview in 1939. The senior McClelland, a professional member of the University of Washington chapter, is publisher of the Daily News.

Commissioned an ensign in the Naval Reserve in 1942, John made trips as an armed guard officer to North Africa during the invasion and to the Persian Gulf.

Later, aboard an attack cargo ship in the amphibious forces, he participated in the invasions of Iwo Jima and Okinawa. His ship carried some of the first American troops to Tokyo Bay. He returned to civilian life last November with the rank of lieutenant.

SIGMA Delta Chi's new president is considered the only major news service executive who has directed coverage of both world wars. Barry Faris has been news chief of INS since 1917 and has helped develop such top-drawer American reporters as Quentin Reynolds, H. R. Knickerbocker, James L. Kilgallen and Richard Tregaskis of "Guadalcanal Diary" fame. Perhaps his proudest feat was the arrest of Bruno Hauptmann as the Lindbergh kidnaper.

Born in Ipswich, S. D., in 1889, Barry's first job was as a reporter for the St. Joseph (Mo.) Gazette. Then began half a dozen years' wandering that found him reporting in Los Angeles, sports editing in Denver, sitting in the slot of a St. Louis copydesk, acting as managing editor of newspapers in Indianapolis and Ft. Worth. He entered wire service journalism with the United Press before transferring to INS in 1915.

In the recent war years Barry has traveled 100,000 miles directing his correspondents in both theaters, European and Pacific. He saw the fronts in North Af-

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Map Fraternity Program

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rica and Italy and island-hopped the Pacific in the early days of the war before returning to enter Tokyo last summer.

He believes that the factual, un-slanted news which has distinguished the major American wire services is exactly what a number of other nations need to take their place in a world of peace and he is a leader in the expansion of such news reports to newspapers in many countries.

BILL SMITH, who retired as president to the chairmanship of the council, is another veteran of many years with a wire service, the *United Press*. A native of Pawnee City, Neb., Bill attended Grinnell College—with time out for service overseas in World War I—where he became a Sigma Delta Chi and was graduated in 1921.

After reporting for Des Moines newspapers Bill joined the *UP* there and was transferred to Madison where he served as state manager for Wisconsin for 15 years. Between assignments in the state house Bill managed to trail the Dillinger gang by airplane into Northern Wisconsin wilds and help cover several national political conventions.

He left the *UP* several years ago to become associate editor of the *Wisconsin State Journal* in Madison. Last Fall Bill's reporting instincts got the better of him and he returned to a beat, this time to cover the state capital for the *Milwaukee Journal*, a newspaper famed for keen sense of state news.

GEORGE W. HEALY, JR. (Louisiana State Professional '40) succeeded Barry Faris as vice-president in charge of professional affairs. He had been treasurer. Managing editor of the *New Orleans Times-Picayune*, George has taken an active part in the Louisiana political battles of recent years and served after Palmer Hoyt as domestic director of the Office of War Information. He is a graduate of the University of Mississippi.

Frank Thayer (Wisconsin '16) retained his post of vice-president in charge of undergraduate affairs. Professor of journalism at the University of Wisconsin, Frank is advisor of the flourishing Wisconsin undergraduate chapter and exceptionally well equipped to supervise the important postwar rebuilding of the campus chapters of fraternity.

A graduate of Oberlin who holds his master's degree from Wisconsin, Frank has reported for and edited newspapers from Springfield, Mass., to Creston, Iowa, taught journalism at Kansas, Washington State, Iowa, Northwestern and Wisconsin and is a lecturer and author of books on newspaper management and press law.

Oscar Leiding (Illinois '27) moved from secretary to vice-president in charge of expansion. Associate editor of *Air Transport* in New York City, Oscar started his newspaper career as a reporter for the *News-Gazette* at Champaign, Ill., following his graduation from the University of Illinois in 1927.

Two years later he began a long service with the *Associated Press* that included assignment in New York, Washington and London where he covered the 1933 world economic conference and the death of

George V. He was successively science, aviation, feature and cable editor for the *AP*.

LUTHER A. HUSTON (Washington Professional '17) became secretary of the fraternity. Manager of the *Washington, D. C.*, bureau of the *New York Times*, Luther attended the University of Southern California and reported on West Coast newspapers before joining the *International News Service* in 1917. He spent 17 years with *INS*, in Chicago, New York, Washington, London and Tokyo where he was Far Eastern manager. After a year as city editor of the *Washington Post*, he went to the capital city staff of the *Times*.

Neal VanSooy (Stanford '33) was another executive councillor to assume office, as treasurer. Neal is editor and publisher of the *Azusa (Calif.) Herald* in the moments he can spare from riding herd on Stanford alumni from coast to coast, including Herbert Hoover. In other odd moments at Palo Alto he edits the *Stanford Alumni Review*.

Dean Frank Luther Mott (Iowa Professional '27) of the University of Missouri's famed J-School was still absent as head of the journalism department of the overseas university for G. I.'s at Biarritz. He remains on the executive council after serving a term as vice-president in charge of expansion.

A graduate of the University of Chicago who holds his doctorate from Columbia, he edited Iowa newspapers and taught English before going to Missouri in 1925. He has edited *The Midland* and the *Journalism Quarterly* and won a Pulitzer prize for American history.

EUGENE C. PULLIAM and Carl R. Kesler were re-elected to the two remaining positions on the executive council.

Eugene Pulliam is easily the senior member of the council in Sigma Delta Chi. He was a founder, at Greencastle, in 1909. After reporting for the *Kansas City Star*, he returned to Indiana where today he heads a string of eleven Middle Western newspapers and is president of Indianapolis Broadcasting, Inc., and a trustee of his Alma Mater and the fraternity's mother campus, DePauw.

Carl Kesler, who became editor of *THE QUILL* a year ago and succeeded Al Bates as Headquarters Committee chairman, is a graduate of Beloit College, where he was initiated into Sigma Delta Chi by another founder, Marion Hedges. He was reporter and city editor of the *Quincy (Ill.) Herald-Whig* until he went to the *Chicago Daily News* in 1925. He has been a member of the *Daily News* staff for 20 years, with the exception of a couple of years in Europe. He has been assistant city editor and is now editor of the *Daily News' State Edition*.

John W. Hillman (DePauw Professional '27), who once was city editor of the *Indianola (Ia.) Record and Tribune*, is now associate editor of the *Indianapolis News*. Hillman recently was chief editorial writer on the *Indianapolis Times*.

Aids J-Students at Kansas State

AN additional gift of \$3,000 has been made to the department of industrial journalism and printing at Kansas State College by F. N. Seaton, bringing to \$6,000 the scholarship fund established a year ago by the Manhattan, Kas., publisher. The gift is made to aid deserving students in journalism who in return will give service to the department.

Mr. Seaton, who worked most of his own way through Northwestern University, believes that "we get a greater benefit out of what we work for than from what is given us."

Next fall Kansas State will institute new curriculums in agricultural and home economics journalism. The four year courses, as announced by President Milton S. Eisenhower (Kansas State '19), were designed to meet a growing demand for graduates with a grasp of writing techniques and specialized knowledge. They replace combination courses hitherto available in both fields.

Kansas State is one of the few colleges offering this type of journalistic training. The agricultural journalistic course is offered by the school of agriculture in cooperation with the department of industrial journalism. The school of home economics cooperates in the same way. Each includes specialized required courses and electives enabling the student to concentrate in special fields either of agriculture or home economics.

Mr. Seaton's publications include the *Manhattan Mercury-Chronicle*, the *Manhattan Republic* and the *Hastings (Neb.) Tribune*. He is also interested in the *Lead (S. D.) Call* and the *Winfield (Kas.) Daily Courier*. His sons are members of Sigma Delta Chi. Fred A. Seaton (Kansas State '31) is general manager of the *Hastings Tribune* and Richard M. Seaton (Kansas State '34) is manager of the *Manhattan Mercury-Chronicle*. Both are alumni of Kansas State's journalism department.

Mrs. Mildred Hazelbaker, widow of Howard K. Hazelbaker (Montana '35), has joined the Montana journalism faculty as librarian and research assistant. She had been with the Montana State Press Association of which her husband was field manager.

Donald Burchard (Beloit '24), former associate professor of journalism at Oklahoma A. & M., has gone to South Dakota State to head the department of printing and rural journalism. Before teaching at Stillwater, he taught journalism and directed public relations at Butler University.

Promotion to technician fourth grade of E. Gartley Jaco (Texas '45), staff writer for the Army's weekly newspaper, *India-Burma Roundup*, has been announced. Sgt. Jaco was formerly a sports writer for the *San Antonio Light*. While a student at Austin, Jaco was intramural, amusements, and night editor on the *Daily Texan*. He was inducted into the Army in 1943, and has served in the India-Burma Theater since last March.

Membership Plans Told By Chapters

TABULATION of questionnaires sent out last December by Frank Thayer, vice-president in charge of undergraduate affairs, showed that at least twenty-two campus chapters were active the first of this year, with an average membership of seven. Chapter advisers reported ten still inactive. The others did not reply.

Chapters now active ranged from such flourishing groups as Wisconsin, Northwestern, Iowa, Iowa State, Missouri, Minnesota, Texas and Colorado—the first had 18 members—to a couple with one active member.

Nearly all reported several pledges, however, and most of the dozen inactive chapters expected to get under way this Spring or next Fall. Other chapters, such as Southern California, reported only an average membership but could point to a financial prosperity little short of amazing.

Wisconsin has been holding regular newspaper forums and will stage its first gridiron banquet since 1943 in March, with Luther Huston, manager of the Washington bureau of the New York Times and treasurer of the fraternity, as speaker.

THREE professional members recently elected by Wisconsin are John Wyn-gard, Madison correspondent of the Green Bay Press Gazette and the Appleton Post Crescent; Herman Lochner, Madison Capital Times reporter, and Roundy Coughlin, Wisconsin State Journal sports columnist.

The Northwestern chapter, with 16 members, sponsored the typography contest of the Inland Daily Press Association and will sponsor Inland's photography contest this Spring.

The Missouri chapter this winter resumed publication of the *Showme*, campus humor and literary magazine. Owned and published by the chapter since 1920, it was suspended in 1942. David R. Bowers ('46) is editor. More than 2,000 subscriptions were sold in a sorority competition for "Showme Queen."

The Purdue chapter put on its annual "Riverters' Rattle" to raise chapter funds and in the process of selecting a "Rattle Queen" with penny votes, managed to raise \$1194.67 for the March of Dimes.

Col. Willier Wins Legion of Merit

LT. COL. Robert A. Willier (Missouri '31) who entered active military service in 1942, has been awarded the Legion of Merit. During most of the war period Col. Willier was assigned to the Office of the Commanding General, Army Service Forces, serving as executive of the overseas order writing agency which directed the movement of troops and supplies.

In 1944 Col. Willier served in the European Theater of Operations on a special supply mission. While in ETO he helped

THE QUILL for January-February, 1946



Harris & Ewing Photo

THIS ASSIGNMENT NEVER HAPPENED—Lt. Cmdr. Philip H. Gustafson studies a chart for an invasion that did not come off. But before he was through with the Japanese, he collected material for a string of magazine articles.

THE Navy ordered Lt. Cmdr. Philip H. Gustafson (Illinois '28) to the Pacific specifically to cover a story that never happened, the invasion of Japan. He stayed to deal himself a fistful of magazine articles. The *Saturday Evening Post* alone published three in six months—two of them in January of this year.

Gustafson, who entered service with what a *Post* editor described as "a solid non-nautical background of news and publicity," served three years with the book and magazine section of the Naval Office of Public Information. Here he and others inspired civilian books and articles on the Navy or wrote them themselves.

In a recent article in the *Saturday Evening Post* he reported what might have happened had we been forced to invade Japan. After surveying Japanese preparations for last-ditch defense by air and under ground—he wore out several pairs of shoes on the rock steps of military caverns—he confirmed estimates that invasion could have cost a million casualties.

Before returning to Washington he asked a string of Japanese admirals—all back in tweeds—why they lost the war.

This made another article. The admirals—glumly comparing the military value of samurai swords and American production know-how—came up with "not enough respect for technical advice." This, and another reminiscent of our own services—lack of Army and Navy cooperation.

GUSTAFSON went from the news editorship of the *Daily Illini* to his first professional job as a reporter for the Joliet (Ill.) *Herald-News*. He recalls that he read a tip in *THE QUILL* to use vacation time to hunt a better job. He did, and landed on the New York *Herald-Tribune* by way of the Syracuse *Post-Standard*.

A later public relations career included a client that would have put anyone but a man of Gustafson's sound Viking ancestry on a prolonged diet. The client was Sweden and the job included publicising a huge smorgasbord at the New York world's fair.

After release from the Navy Gustafson is planning to continue his magazine writing career as a free-lance. A native of Galesburg, Ill., he was 41 in January.

establish redeployment systems used after VE day. After graduation from the University of Missouri he joined the faculty of Washington University as instructor in Journalism and later became director of the university news bureau.

Resigning from Washington University in 1936, Col. Willier was appointed advertising manager of the Wabash Railroad.

Richard Lewis (Penn State '37) has been added to the journalism department staff at Butler University. Mr. Lewis worked on the *Cleveland Press* and then became drama critic on the *Indianapolis Times* for two years before the war. During the war he worked overseas in the Psychological Warfare section and on the staff of the *Stars and Stripes*.

THE BOOK BEAT

By DICK FITZPATRICK

EVERYONE welcomes a book dealing with his profession, his hobby or his pet peeve.

That was the case when this reviewer received "Book Reviewing" (The Writer Inc., Boston, \$2.50) by John E. Drewry (Georgia Professional '28). The book is excellent and covers the art of book reviewing thoroughly.

Before discussing Dean Drewry's book—he is dean of the Henry W. Grady School of Journalism at the University of Georgia—it is worth looking at the field about which he writes. Years ago most people who wrote about books were critics with a capital "C." However, thanks to the ex-New Yorker magazine book reviewer, Clifton Fadiman, the public has been introduced to the idea that most comments on books are book reviews, not literary criticism, and that they are written by book reviewers.

Most book reviewers are not important persons in American journalism. Some papers appear to run reviews principally to keep book publishers' advertising managers happy.

OTHER than the top men in New York and a few in other major cities, few make a living by devoting their full time and energy to the occupation. Many write book reviews as a hobby as does Dean Drewry. But it is not possible to say that most newspaper readers get a good chance to learn from their paper what is being published and how some local person views it. Instead, he probably gets only a syndicated book columnist's output or the reviews furnished by the press associations.

With the large number of books being sold daily in this country, it seems that more newspapers would realize their duty to the public and furnish it with localized book pages.

Many people rely on the numerous book clubs to select their reading for them. But all that this does is merely to promote a very few of the books published leaving a large number of worthwhile books unread.

Book on Reviewing

THAT is the state of the book world in which Dr. Drewry's book on reviewing was written. The book would be very helpful to anyone who wants practical guidance in the theory of reviewing. Separate chapters discuss reviewing books on biography, history, contemporary thought, travel and adventure, fiction and poetry. One chapter in the book gives the ideas on book reviewing of leading newspaper and magazine reviewers.

Other features of "Book Reviewing" are the chapters on suggested references for reviewers and the samples of the work of leading book men. The book includes three lists of books that all should read—the seven hundred books picked by the New York Times for a home library; the "100 Great Books" (actually 126) used at the University of Chicago and St. John's College and the American Library Association's list of 100 books which every American should read.

Dr. Drewry's "Book Reviewing" is superb reading even for those who do not plan to write book reviews. For the reporter who occasionally has a book dropped on his desk by the "literary editor" or the student who wants to do



John E. Drewry

a review for the literary quarterly, this book is the best direction available.

Newspaper's Role

A MODERN conception of a great newspaper is explained by New York Times staffers in "The Newspaper: Its Making and Its Meaning." (Charles Scribner's Sons, New York, \$2.00).

The organization of the paper is told by Times' managing editor Edwin L. James. Sunday editor Lester Markel discusses interpretation of the news and the Sunday edition. The gathering of the news is explained by chief Washington correspondent Arthur Krock, assistant managing editor Turner Catledge (Washington and Lee Professional '37), foreign correspondent Anne O'Hare McCormick and editorial writer Foster Hailey (Missouri, '24). The reporter's job is told by national correspondent James B. Reston (Washington Professional '45), and city reporter Frank S. Adams while Neil MacNeil, assistant night managing editor explains the presentation of news.

The last 30 pages of this 207 page book are devoted to a discussion of the use of the newspapers in New York public schools for general educational purposes.

The book is particularly interesting because recent material is given on the operation of the Times. The effect of war on newspapers is well told in this book. The book is recommended for the study of undergraduates and the interest of working newspapermen.

Pictorial Presentation

ONE of the best text-books that this reviewer has seen is "The Technique of the Picture Story" by Daniel D. Mich and Edwin Eberman, executive editor and art director, respectively, of Look Magazine (McGraw Hill Book Company, New York, \$3.50).

The book is primarily a series of picture stories reprinted from Life, Look and Coronet. There is very little text in this 239 page book. Beneath the reproduction of a page of a magazine or a picture, there are five lines of explanatory text.

The few chapters of explanation deal with the four basic uses of pictures, what makes a good picture, types of stories, producing and writing the picture story and the use of pictures in trade journals and house organs. This last mentioned chapter should be read by all in business journalism for trade papers could easily be improved vastly by using pictorial presentation.

Newspapermen will find this book handy for reference. Its value for the experienced, for the beginner and for the curious cannot be underestimated.

Another publication dealing with pictures is the Second Annual Fifty-Print Bulletin, edited by SDXer (Missouri Professional '44) Clifton C. Edom (University of Missouri, Columbia, Mo. \$1.00). The collection contains the fifty best pictures in school's annual competition with notes on the photographer and technical data including film and camera used.

Books on Words

Many newspaper critics consider that since Pearl Harbor writing in American newspapers has deteriorated.

Rudolph Flesch has written a small book "The Art of Plain Talk" (Harper and Bros., New York \$2.50) which, if studied, could greatly improve one's writing. This book is actually a rewrite for laymen of a specific study (News services and several newspapers have made similar studies recently.)

Flesch says that your style is very easy if your sentences average 8 words or less with affixes averaging 22 or less per 100 words. Your style is classed as very difficult if your sentences run to 29 or more words and affixes 54 or more per 100 words. When your style is the former, you can reach 90 per cent of the adults in this country while if it falls in the latter category, your potential audience is only 4 and a half per cent of the adult population.

TWO other books dealing with words have been issued in a single volume—"A Word in Your Ear" and "Just Another Word" by Ivor Brown (E. P. Dutton and Company, New York, \$2.75).

Brown, editor of the London Observer, takes about 318 words of the English language and comments on their origin, changes in meaning and the like. This book should afford hours of pleasure for those who have a real and developed love of words.

For all newsmen, a must book is H. L. Menkens "Supplement One: The American Language" (Alfred F. Knopf, New York, \$5.00). No matter how excellent or how poor you are in language, this book can be read with profit. This volume brings the first half of Menken's fourth edition of 1936 up to date. It can be read without going back to the original edition.

Frontier Journalism

[Continued from Page 5]

when its owners failed to produce proper papers.

No society for the prevention of cruelty to animals ever remotely approached the *Gazette's* fury. It chewed away at heartless officialdom in extra editions. Except for limited weather comment, it carried nothing but The Story. Its body type for many editions became 20 point, convenient for even the nearest-sighted reader who hadn't heard of the crime wave.

Honolulu dailies, 3,500 miles away, were set off by sympathetic detonation. They picked up the crusade. Before long the squirrel was back in the bosom of its air-warning battalion and the war against Japan could be resumed.

The 81st Infantry or "Wildcat" Division, though it had a strong paper, was not so lucky. It lost its pet wildcat to quarantine officials. Not until the division arrived in New Caledonia for retraining, after the taking of Peleliu, did it receive a replacement. This snarling newcomer was welcomed in *The Wildcat* with a banner and three decks of cheers no human replacement ever inspired.

THE spirit of those prose poets who name Pullman cars carried over to the GIs who named their own unit sheets. For instance, an aircraft repair unit (floating) with acrostic deftness called its periodical *The Arufian*. An Iwo-Jima-based air service group put out a sheet it called *Group Smoop* for some jabberwocky reason.

Three Saipan favorites were *The Island Forverts*, which has a strangely Germanic ring, *Short Bursts*, put out by an anti-aircraft outfit, and *Bandage Roll*, representing a station hospital. Guam had, among others, *Bomburst* and *So Sorry Sun*, tattlers of bomber groups, and *Tail Gate Tales*, product of a truck outfit.

CAMP newspaper promotion contests, though minus the civilian incentives of profit or competition, often have been the pulse beats of lively island house-organs.

The Castaway, 12-page voice of the Canton Island Air Transport Command headquarters unit, is a case in point. When it rolled off its mimeograph machine February 14, 1945, its streamer announced that a young lady of Mount Laurel, Pa., had been selected "Princess of Canton."

She was the sweetheart of ATC's Private So-and-So. Her age, physical recommendations, etc., were recounted, "Private S— swears she is the sweetest girl in the world," the tag line said.

Anyone who has experienced the monotony of Canton Island can understand the importance of whose girl was princess of that Pacific microcosm. The award was the climax of much debate among men who had to live in close quarters month after month.

An editor was displaying bravery beyond the call of duty to quote Private So-and-So to the effect his girl was the sweetest girl in the world. But this editor was smart as well as brave. The same front page that proclaimed the princess announced a second contest.

"A search is being made to find a photo of the sweetest baby in the old U.S.A.," also-rans in the princess contest were in-

formed. The reader learned, under WANTED:

"A photo of any baby under the age of three years. It may be your own, your sister or your brother, or any baby that is a relation to you."

AS a convenience to lazy or uninspired letter writers many GI papers include a "Letter Home" feature. That of *The Castaway* seems definitive. It ran: "Things here on Canton are very quiet. Aside from drinking beer and talking to the gooney birds, there isn't very much to do. The other night we had an exceptionally good movie shown here.

"The softball game is still one of the main attractions. We have some real good games. The Aces are still leading with eight wins and only two losses. The Cat Skinners are hot on their tail with seven wins and two losses. The Gooney Birds are the sad-sack team in the league with only one win to seven losses.

"Well, the war is coming along real good. The boys have just about got Manila cleaned up and are getting ready to go after old Hirohito himself. In Europe it looks like Hitler and his buddies are getting wise. It shouldn't be too long before the rest of Germany falls. Well, it's time for me to say so long. Please write, often as you can. . . ."

THE personality of an Army newspaper depends greatly on the sympathy of the unit's commanding officer. Ordinarily, the information-education officer or one of his lieutenants is the Army's official representative for the camp publication.

In smaller units the chaplain takes over this post. But over all, the brooding presence of some general or colonel is usually felt. When he chooses to, which is rarely, an Old Man can be almost as persuasive regarding editorial policy as the 10 best advertisers back home.

The Natural, a "natural" on Saipan, devised a "Colonel's Corner," in which a unit got a first-hand account of what's what on the military side of life from the man who knows best.

Pep-talks from higherups, if introduced informally, can be newsworthy, GI editors found. However, most commanding officers have tried to keep their hands strictly out of yardbird opinion-making. They have even been known to chuckle when a bumptious lieutenant barked his shins after masterminding an enlisted man's news enterprise.

SOLDIER publications, a reader concludes, are libel-proof and, anyway, who's going to visit some island to collect damages from a citizen-soldier who keeps his carbine next to the mimeograph machine?

Headaches experienced by Army editors have no horizon. They have been never-ending and occur with multiple devilry as each edition is born.

Unless the unit's mimeograph man is an expert, pages sometimes appear upside down. Company reporters, no matter how often warned to keep the beat clean of entangling alliances, were always plugging their first sergeants, straining to suggest that those worthies be sent

to Officers' Candidate School or other good places.

Another major bother has been the never-ending fight to get accurate reports of radio flashes. Many editors have been known to detail as many as three assistants to camp in front of the radio and scribble down what is said in Washington or London.

SINCE camp publications automatically fall under the sponsorship of the Army's information-education section, that branch has worked hard to give GI editors a chance to improve their news content and presentation. But as evidenced in the wide range of home-made news techniques actually used, editors can be brought to the shores of "The Army Editor's Manual" but not made to drink.

However, few have neglected to brighten their pages with the pre-cut stencils and the daily news items and the weekly news summaries furnished by wire and airmail by two large I-E facilities, the Army News Service and Camp Newspaper Service, based in New York City.

There is no appreciable lag in getting news to an island editor. He has the same wire conveniences the top military unit of the garrison has. Everybody, on every island, every day, reads that editor's paper and is anxious to help him get his source material quickly.

Camp Newspaper Service publishes a monthly house organ for service editors called "GI Galley" that does its business intelligently. It has stimulated I-E representatives to call regional conferences of editors and reporters so that problems of the Army press can be discussed and resolved.

FROM the early months of the war on, some big-name columnists and feature writers, several widely-known reporters and rewriters, and various luminaries of the publishing world have been represented on smaller Army papers. The Pacific areas had their share of these.

In time, professionals working on scattered camp papers gravitated to *Yank* and *Stars and Stripes*, earning these publications much of the professional recognition they enjoyed. Some staff members of these two papers were alumni of the editorial packing boxes of small unit papers, having come into the Army with little or no professional experience.

The real articles of GI journalism in the Pacific continue to be the grass-root editors and reporters lifted from infantry, artillery and other service branches and placed on detached service to edit a paper for their buddies.

HOW one unit paper was born on Anguar tells a common story. An ex-editor recalled:

"The I-E Officer of the landing garrison force staggered down the side of his Liberty ship with the second echelon troops. He was handed the responsibility of a small paper, started two weeks earlier while his arrival was awaited.

"It was a four-page daily, replete with cartoons. The C. O. who had caused the paper to be started merely said to the I-E man: 'Thank God, it's your baby.' We were in the newspaper business.

"Until quonsets were erected, office space was in a leaky pyramidal tent, up to that time a much-riddled Jap officers' mess. Our greatest achievement in these

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Odd Pictures Lead Editor To Booklet

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U. S. foresters. All copy, as well as the areas showing the growing range of tree species, was checked and re-checked with their assistance.

ABOUT two weeks before the booklets were off the press, publicity began to break. A general news release, accompanied by a cover picture of the booklet, described the contents of the booklet and the fact that it was being distributed without charge upon request. Next a news article was prepared and published in the company's external house organ, "Timber Topics."

Finally a series of the pictures were sent to about 20 of the roto editors of var-



ious metropolitan newspapers throughout the country. (The papers selected for possible sale of the prints were chosen by the Milwaukee Journal's roto editor. He made a shrewd selection because sets of the freak tree photos appeared in 15 out of 20 papers addressed. Some of the newspapers running the feature included the New York Mirror, Detroit News, St. Paul Pioneer-Dispatch, and the Milwaukee Journal.

The booklet was listed in the American Library Association's monthly publication which lists and reviews all current literature ready for distribution. "Nature's Woodland Wonders" found itself in the reference sections of hundreds of libraries throughout the country.

With the booklet ready for distribution and publicity out, requests were filled by the hundreds each week. As the supply dwindled something terrible happened. Did you guess it? Well, you're right!! People who had received or seen the booklet knew of another tree here . . . or there . . . or somewhere and as a result the company soon had enough photos for a second edition, completely different from the first.

Oregon Press Names Jackson

MORE than 200 men and women representing Oregon newspaper industries met for the twenty-seventh annual Oregon Press conference on the university campus Feb. 8 and 9, and honored the anniversary of Oregon's first century of newspapering.

Philip L. Jackson (Oregon Professional '22), publisher of the *Oregon Journal*, Portland, was elected president of the conference at its final session, replacing Lawrence Spraker of the Stayton (Ore.) *Mail*, who presided during the two-day meet.

Named to serve with Jackson were O. G. Crawford, Heppner (Ore.) *Gazette-Times*, vice-president; George Turnbull (Washington '15), acting dean of the University of Oregon school of journalism, secretary; and Verne McKinney (Oregon State '23), Hillsboro (Ore.) *Argus*, member of the board of trustees of the Eric W. Allen Memorial Fund.

A resolution to join with the American Society of Newspaper Editors in its program to achieve international freedom of news and communication was passed by conference delegates and members of the Oregon Newspaper Publishers Association at the closing meeting.

HIGHLIGHTING the two-day conference, William D. Chandler (Washington Professional) associate editor of the *San Francisco Chronicle*, told newspapermen that "our only hope of preservation lies in our development of spiritual values in human relations. I think we can all agree that greed and selfishness and hate cannot for long live in a world of atomic bombs."

Chandler, speaking on "Looking Both Ways from the Century Mark," told the audience that the atomic bomb challenges the people of today to give almost instantly the slowest and hardest thing of all—to give up ancient traditions and prejudices.

Newspapers are not helping to dispel fears and dangers of a third world war,

Major Charles G. Howard, professor of law at the university, told delegates at a luncheon, adding that "as feeders of the public mind, you have a public duty to see that the truth is told."

Other speakers Friday included Marshall N. Dana of the *Oregon Journal*, who spoke on "The Relationship of the Newspapers' Code of Ethics to Freedom of the Press."

CONFERENCE forums were featured with Alton F. Baker of the *Eugene Register-Guard* leading the daily newspaper section and Robert E. Pollack, St. Helens *Sentinel-Mist*, acting as leader of the weekly newspaper group.

H. C. Bernstein, director of the Pacific Coast division, ANPA bureau of advertising, discussed "Industry and Public Opinion."

Announcement of the presentation of a cup by the American Legion to be awarded annually to the newspaper publishing the best editorial on veterans' affairs was also made at the conference.

A FEATURE of the conference was printing of a copy of the *Spectator*, first paper published west of the Missouri river, the first issue of which came off the said Washington press just 100 years ago February 5 in Oregon City.

A. E. Voorhies (Oregon '29), publisher of the *Grants Pass Daily Courier*, who has been active in newspaper business for almost 60 years and publisher of the *Grants Pass* paper for 49 of them, re-enacted the printing of the *Spectator*.

Frontier

[Concluded from Page 13]

surroundings was the publishing of a daily in the midst of a typhoon that walloped the whole Palau area.

"Scurrying from tent to tent, and from

building to building, we wound up putting out the greater part of our paper by flashlight under the protection of GI raincoats. Each deadline was met.

"We were really very proud of ourselves. Then we found out that two of our issues had been delivered at the same time. The message centers, through which the papers were delivered, had decided not to risk men and vehicles in the storm.

"One day we received a long-awaited copy of 'The Army Editor's Manual.' In our hours of trial we had comforted ourselves with the thought that some day our jobs would be easy: as soon as the Manual arrived we would have all the answers. When it did arrive, we found it had nothing we hadn't arrived at by a hit-or-miss. We had put out so many issues that we had made all the conventional errors and none remained unknown to us.

"In a recent issue, we ran an interview with a Mindanao guerilla leader. It 'jumped' to page three. But somebody neglected to put the rest of the story on page three. When the paper was out, the phone started ringing. Our faces were red. We put a private first class on the phone and he made the same excuse to everybody: 'We didn't say what day we'd continue the story on page three.'"

THE folklore of Americans in the Pacific during World War II will find many expressions in years to come. Authors will scan the records of combat and rear-echelon units for source material. They will not be disappointed as they read through the most reliable and the most highly personalized field of their researches, the Army unit newspapers.

They might, for instance, be able to track down the anonymous headwriter who perpetrated a classic of Pacific GI journalism. His head has been repeated on the story it originally covered long after the story was no longer news.

The story was the bald statement of a scientist that a man could be a father of 20,000 children by artificial insemination. The headwriter had deliberated gravely, and then written:

"NOT INTERESTED."

THE QUILL for January-February, 1946

Returning From Service To Old and New Jobs

ARMED Service discharge buttons continue to bloom in city rooms, class rooms and editorial offices as members of Sigma Delta Chi return from the wars to resume their profession.

A few report themselves in bright new jobs but a surprising number are coming back at the old desks.

Kenneth MacDonald (Iowa '26), released from the Navy after service as a lieutenant on Hawaii and Okinawa, has resumed the managing editorship of the *Des Moines Register and Tribune*. Walter Graham (Iowa '28) has returned to the Sunday editorship of the same newspaper after three years in service.

J. S. Russell (Grinnell Professional '34), who was acting managing editor of the *Register and Tribune* during Lt. MacDonald's absence, has gone back to his farm editor's desk.

HARRY E. SHUBART (Colorado '30) has returned to his native Denver to establish his own public relations firm after three years in the Army Air Force. He took with him 15 years' experience as a newspaperman, magazine editor and public relations man in Chicago and Detroit.

As a major in the Air Force, Harry directed special projects for the Air Technical Service Command, including publication of the magazine *Plane Facts*, probably at its peak the world's largest "trade publication." The "know-how" bible of the men and women who kept Uncle Sam's war planes flying, *Plane Facts* was featured in an article by Harry in the September-October *QUILL* of last year.

Another of the many "graduates" of Chicago's City News Bureau, Harry went on to Detroit to reach the night city desk of the *Times*. He returned to Chicago as associate editor of *Advertising Age* and two years later, in 1938, went to the University of Chicago to take a hand in its public relations under the direction of Vice-President William Benton.

PAUL F. MORRISON (Drake '39) has returned from two years' service in New Guinea and the Philippines to head the news bureau of his Alma Mater at Des Moines. When he entered service in 1941 he was night editor of the Cedar Rapids (Iowa) *Gazette*, to which newspaper he returned briefly last Fall before going to Drake late in December.

In the Pacific he was editor of the *Cockatoo*, sprightly mimeographed daily of the 6th Infantry Division. At Drake, where he was graduated in 1939, he was sports editor of the campus paper and the yearbook and president of the undergraduate chapter of Sigma Delta Chi.

Ed V. Jones (Syracuse '39) is back at the microphone for Station WSYR, Syracuse, after five years in the Army.

CAPT. Wachtell B. Williams (Georgia '34) has returned to the editorial promotion department of the *Saturday Evening Post* which recently published an article of his on "Army Grades and Civilian Snobbery." Before joining the Curtis Publishing Co., he worked on the Jacksonville (Fla.) *Journal* and Flori-

da *Times-Union* and for the Vick Chemical Co. in New York City. At Georgia he was editor of the *Red and Black*.

William C. Bequette (Montana '41) returned to the *United Press* last Fall after four years in the Army which included three years' combat service with the 41st Infantry Division in the Pacific. At first resuming the night managership of the *UP's* Montana bureau, he was transferred in January to Portland, Ore.

Lt. (j.g.) Kevin B. Sweeney (Southern California '41) has joined Fletcher Wiley Productions in Hollywood to supervise expansion of the "Housewives Protective League" and "Sunrise Salute" programs, now broadcast in New York, Chicago, St. Louis and Los Angeles. Before entering the Navy, Kevin was assistant to the western division vice-president of the American Broadcasting Co. His Naval service included PIO duty at the Ottumwa, Iowa, air station and in Washington.

M. Tyus Butler (Georgia '35) has returned from three years' Army service to an assistant professorship in the Henry W. Grady School of Journalism at the University of Georgia. A former reporter for the Griffin (Ga.) *Daily News* and associate editor of the Calhoun (Ga.) *Times* and Cedartown *Standard*, his military service included two year in North Africa and Italy with the Fifth Army.

MAJOR Norman C. Rumble (South Dakota State '37) has been released from the Army and gone back to the Midland (Mich.) *Daily News* as managing editor.

Major Edmund C. Hughes (Georgia '37) has returned from Army service to become general manager of the Brumby Press of Marietta, Ga., publishers of the *Cobb County Times*. A public relations aide to Gen. MacArthur, Major Hughes was news editor of the *Cobb County Times* before entering service.

Clay Schoenfeld (Wisconsin '41) is editor of the *Wisconsin Alumnus* at Madison after nearly five years in the Army.

Col. Hoover Joins Indianapolis Staff

COL. Donald D. Hoover (Indiana Professional '29), associate editor of *THE QUILL* and a past national president of the fraternity, has returned from three years' service overseas to become assistant to the editor of the Indianapolis *Times*. His final assignment, as intelligence officer on Gen. MacArthur's staff, included censorship control over Japanese press and radio.

Don returned wearing seven battle stars from European and Asiatic theaters. He served in Africa, Europe, the Near and Middle East and the Pacific. He won the Legion of Merit for his services in the occupation of Japan and holds a British decoration for the Sicilian campaign. He will be in charge of the *Times* editorial page and will write on veterans' and military affairs.

Capt. L. J. Maher (South Dakota State '40), was last based on Mindinao.

★ ★ ★ ★ ★ ★ ★ ★ GOLD STAR ★ ★ ★ ★ ★ ★ ★ ★



S/Sgt. Carl A. Wildner

S/SGT. CARL A. WILDNER (Marquette '41) was killed in the crash of a B-29 flying a mercy mission to American prisoner-of-war camps in Japan last August 28. The plane was wrecked on a mountain side and only one gunner survived of the 11 in the crew. S/Sgt. Wildner was radio operator.

Japanese, directed by their own police, removed the bodies of the American airmen from the almost inaccessible scene of the crash and took them to Akita where they were cremated in a Christian service conducted by a Japanese Episcopal clergyman. The urns were buried at Atsugi with American military honors.

Carl was graduated from the Marquette University school of journalism in 1942. As an undergraduate he was on the staff of the university newspaper and co-editor of the yearbook. He covered sports for the Milwaukee *Journal* while in college.

Lt. Cmdr. Raymond D. Lawrence (Oregon '22), editor on military leave of the Oakland (Calif.) *Tribune*, was reported named public information officer for the 11th Naval District at San Diego, Calif.

Alvin E. Austin (North Dakota '31) has been promoted to first lieutenant at headquarters of the Tenth Corps at Kure, Japan. Lt. Austin saw action in New Guinea and on Leyte and Mindanao where he won his commission and the Bronze Star. Night editor of the Grand Forks (N.D.) *Herald* before his induction in the Army, he organized the Camp Livingston (La.) *Communique*, rated as one of the ten best camp newspapers by *Yank*, before going to the Pacific.

Pfc. Kenneth Donelson (Iowa State '44) helped liberate Munich and the infamous concentration camp at Dachau.

THE WRITE OF WAY

By WILLIAM RUTLEDGE III

Cross-Roads Journalism

DURING the war years not just hundreds, but actually thousands, of small town and county newspapers suspended publication. They did not have organizations which could carry on when the owner went off to serve his country. When that one person went into uniform the paper simply closed up.

As an alumnus of the University of Iowa, I receive the monthly bulletin of the Iowa Press Association, thanks to Professor Edward Mason, who made his contribution to my journalistic enlightenment. During the years of the war I noted the factual reports on the scores of little Iowa papers which were halting their presses for the duration.

These little papers, often struggling one-man propositions, represented a vital segment in the life and thought of the United States. If this part of the Fourth Estate cannot come back to its pre-war strength—if not considerably stronger—America will suffer a loss that may never be comprehensible. Something will happen to our domestic life and probably no one will guess that it is the absence of the little independent papers of the cross-roads that is the explanation.

THESE papers gave dignity and significance to the lives of people of from one-third to one-half the nation. All the little personal trivia went into their columns. Even when a man and his family had Sunday dinner with his brother's family, it was an item of news. The people of the big towns could have their night clubs, stadia and neon excitement. There was significance in the every day lives of these millions of small people.

The editors of cross-roads papers were somebody looked up to. They were far more important in their communities than the most glamorous by-line writer of the metropolitan newspapers. These versatile journalists exerted their influences not only on that generation of people of that countryside; but they also left an impression on the minds and hearts of the next generation—which always includes many who rush into the big cities to capture high position.

The cross-roads papers got into the fiber of life of these people; in fact, every issue was another thread in the fiber. They were interwoven.

THE grass-roots of journalism is in these country newspapers. The grass-roots of the United States is in these cross-roads towns. It is more than a matter of mere interest to see how many of these war-closed little papers can come back and re-establish themselves. It is a factor of vital significance if America is to remain fundamentally America.

Mere wishfulness and moral support is not going to put these little weeklies back into business. Loans to returning servicemen who closed their plants are not going to do it alone either. Definite and constructive business practices offer the only practical medium for their reestablishment and survival.

Before the war some of these weeklies

thrived, providing a living for the editor and his household and perhaps one or two others, on from 700 to 1,500 subscribers. Looking at conditions today, I doubt that these papers could live on such slim patronage. Are these thousands of cross-roads papers to remain "suspended"?

Advertising is their life-blood. If they are deleted from post-war ad budgets, they will die quickly if they have resumed publication; or they will not be able to resume. They need more than local lineage; they need national contracts from the big corporations.

It might be a wise policy to allow manufacturers and distributors of newsprint to adjust their price scales to give these little papers a chance to live, the opportunity to continue their vital role in American life.

HIGHWAYS strewn with billboards will not add much, if anything, to American life, and detract from what Mother Nature has been able to salvage from the streamlined super-charged processes of our industrialization. The same money invested in cross-roads papers will deliver the ad message and do a whale of a lot more, too. And American life would not lose one of its finest institutions in the small town press.

There are lots of factors in the picture. But don't let these thousands of little papers, that mean so much to these little communities that make up a possible half of the U. S. fade out of our life.

In Sigma Delta Chi we are banded together under the banner of journalism. The cross-roads papers are jobs, and many can be good livelihoods to thousands of journalists.

Now is indeed the time and the hour for the responsible leaders of the Fourth Estate to give a hand to the men who do their jobs in the countless cross-roads print shops of the United States.

See you next issue!

Flies to Aid Lidice Plan

WILLIAM KOSTKA (Knox '27), publicist and former news service, radio and magazine editor, flew to Czechoslovakia in January to discuss plans for an American memorial at Lidice, Czech village obliterated by the Germans, as a symbol of human freedom. He is secretary of the Lidice Memorial Committee now campaigning for the memorial and went to Prague at the invitation of the Czech government.

Now an executive of the Institute of Public Relations, Kostka was formerly division manager of the *International News Service* at Chicago, managing editor of Fawcett Publications, publicity director of the National Broadcasting Company and managing editor of *Look* magazine.

Gale A. Tollin (South Dakota State '45) has been transferred from the Bismarck, N. D., bureau of the *Associated Press* to the Pierre, S. D., bureau. He was graduated from South Dakota State last June.

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THE QUILL for January-February, 1946



K. R. Marvin

Marvin Heads Ames Technical Faculty

K. R. MARVIN (Iowa State '23), former publisher and editor who has been a member of the technical journalism faculty at Iowa State College since 1934, became head of the department this college year. He succeeded Charles E. Rogers who went to the University of Minnesota.

After winning bachelor's and master's degrees at Ames, he was associate editor of the *Alumnus* for four years. In 1927 he became co-publisher of the *Marengo* (Iowa) *Pioneer-Republican* and in 1932 managing editor of the *Albia* (Iowa) *Union-Republican*.

Marvin, who served 16 months overseas as a machine gun officer in the first World War, was one of six men in his field asked to teach at the Army university at Biarritz last summer, but declined the post. He was on part-time leave in 1942-43 to direct farm labor publicity for the Agricultural Extension Service at Washington.

He believes journalism will offer an expanding field to writers trained in agricultural and home economics reporting and to those technically versed in radio work. He reports many inquiries from employers for graduates with radio training.

Missouri Hears Powell

JOHAN B. POWELL (Missouri Professional '15), noted editor of the *China Weekly Review* and *China Weekly Press*, was guest of honor at a dinner given by the Missouri chapter of Sigma Delta Chi late last Autumn.

Mr. Powell, who is recovering from injuries received during his long imprisonment by the Japanese, is a Missouri alumnus and lectured there in the first semester of this year. He taught at the university school of journalism before going to the Far East.

Richard Yoakam (Iowa '45) is a newscaster for Station WMBD, Peoria, Ill.

THE QUILL for January-February, 1946

Palmer Hoyt Goes To Denver Post

PALMER HOYT, past president of Sigma Delta Chi, has resigned as publisher of the *Portland Oregonian* to become editor and publisher of the *Denver Post*. Palmer succeeds William C. Shepherd, who is retiring after 40 years on the *Post*.

Palmer's career on the *Oregonian* goes back more than 20 years, during which he rose from the ranks through nearly every desk in the editorial department to top command. A 1923 graduate of the University of Oregon, after service in the first World War, he started newspaper work in Pendleton, Ore.

During the recent war, Palmer served a year as domestic director of the Office of War Information and went to the Pacific on a special mission for Secretary of the Navy Forrestal. He served as president of Sigma Delta Chi in 1941-42 and recently retired as chairman of the Executive Council.

According to the *Editor & Publisher*, Palmer announced that he was resigning to accept "a new opportunity and a new challenge." During his years on the *Oregonian*, he achieved a vigorous program of modernization and news coverage.

Directors of the *Oregonian* announced that M. J. Frey (Oregon Professional '40) would be general manager, following Palmer's resignation, and that Arden K. Pangborn (Oregon '28) would replace Frey as business manager. No publisher by title was announced.

Sherrod Again Author

ROBERT L. SHERROD (Georgia '28), an associate editor of *Time* magazine and author of the best-selling "Tarawa: The Story of a Battle," has written a second story of the conflict with Japan: "On to Westward: War in the Central Pacific," published by Duell, Sloan and Pearce.

Sherrod, one of the top reporters of the war, went to *Time* after service on the staffs of the *Atlanta Constitution* and the *New York Herald-Tribune*. A 1929 graduate of the University of Georgia, he was as an undergraduate associate editor of the campus newspaper, the yearbook and the *Alumni Record*.

Latin-Americans Elected

Three South American newspapermen taking special work at the journalism school of the University of Minnesota this year have been elected to Sigma Delta Chi. The visiting journalists, who were pictured in the last issue of THE QUILL, are Guillermo Ramirez Arguelles of *El Tiempo*, Bogota, Colombia; Antonio Olivas, *La Cronica*, Lima, Peru, and Ramon Cortez Ponce, *La Union*, Valparaiso, Chile.

Eugene R. Clifford (Butler '27) has gone from the city desk of the *Fond du Lac* (Wis.) *Commonwealth-Reporter* to direct public relations for the Pure Milk Products Co-operative. In addition to promotional and educational activities, Eugene will be managing editor of the co-operative's monthly magazine. A newspaperman for 20 years, he was a charter member of the Butler chapter of Sigma Delta Chi.



Miles Vaughn

Los Angeles Grads Hear Vaughn, Others

MORE than 100 members and guests of the American Institute of Journalists, Los Angeles graduate chapter of Sigma Delta Chi, met January 15 to hear Miles ("Peg") Vaughn (Kansas '15), general manager of the *United Press* in Asia and Col. Paul Zimmerman (Pittsburgh '28) sports editor of the *Los Angeles Times*. President Bill Shea officiated at the dinner which also welcomed a score of members returned from service as veterans.

Vaughn's foreign service of seven years before the war made him known to Asiatic areas and the entire Far East as well as in South America. As a war correspondent he told of experiences in India, China, Australia and on Burma fronts following interviews with Ghandi and Allied leaders. He is an intimate friend of General Chang Kai-Shek.

Colonel Zimmerman's three years in service took him to both European and South Pacific theaters, with 20 months in the latter. As chief of the Information Branch and Education Division of the European theater he had charge of five editions of *Stars and Stripes*, and three editions of *Yank* as well as *Overseas Woman* and *Outfit* magazines. In addition to his European theater ribbon and Asiatic areas with two battle stars, he also wears the Bronze Star.

Returning to China

Raymond C. K. Wu (Missouri '45), who wrote of foreign news coverage of his native China in the winter issue of last year's QUILL, is returning to the Far East after completing study for a journalism degree at the University of Missouri. Former editor of several Chinese newspapers and colonel on the National Military Staff, he plans to resume newspaper work in Canton. He is touring American newspaper plants and radio stations before sailing.

Capital Comment

By DICK FITZPATRICK

WASHINGTON — Nine Capital newsmen were added to the roster of Sigma Delta Chi at a recent initiation dinner of the Washington Professional Chapter at the Hotel Statler.

The list is headed by Felix Belair Jr. of the Washington bureau of the *New York Times*. Felix was graduated from Georgetown University in 1930. While in school and for a short while after, he worked on Scripps-Howard's *Washington Daily News* as a copy boy, movie reviewer and what have you. Then he joined the *Times'* Washington bureau and was there until he was named chief of the Washington bureau of *Time*. In this job he was in charge of news gathering in the nation's capital for the Luce papers—*Time*, *Life* and *Fortune*. He returned to the *New York Times* as a staff correspondent in Washington last year.

Another newcomer is Douglas B. Cornell, a reporter with the Washington staff of the *Associated Press*. Doug received a B.J. from the University of Missouri. He joined the staff of the Moberly (Mo.) *Monitor-Index* for a year and then went to the desk of the *Des Moines Register*. In the same year (1929) he became a reporter on David Lawrence's *United States Daily* (now called *United States News*). Three years later he joined the *General Press Association* and in 1933 transferred to the Washington bureau of *AP*. He has been with that service since and for several years during the Roosevelt administration was White House correspondent.

CECIL B. DICKSON, chief of the Washington bureau of the Gannett Newspapers, is next on the list of new comers to the fraternity. A marine in the last war, Dickson spent three years at Oklahoma A. & M. He was a reporter in Boston, New London, Conn., and in Oklahoma before he became editor of the *Denison (Tex.) Herald*. Two years later he was named editor of the *Texarkana (Ark.) Texarkanian* (Gosh!).

From 1925 until 1935 Dickson was with the *AP* in Austin and Dallas and came to Washington as chief of its Capitol staff. He then joined the Washington staff of *International News Service* and *King Feature Syndicate*. In 1941 he was named chief Washington correspondent of Marshall Field's new *Chicago Sun*. He joined the Gannett organization in 1943.

The next initiate is Walter T. Hazlett, manager of the Washington bureau of the *Philadelphia Inquirer*. After receiving an A.B. from the University of Pennsylvania, Walt was a reporter and rewrite man on the *Philadelphia Public Ledger*. He moved over to the *Philadelphia Inquirer* and before coming to Washington was successively, reporter, rewrite man, day city editor, and night city editor.

Then comes Frank "Buck" O'Neill, sports feature writer for the *Washington Times-Herald*. Buck was a reporter on the

New York Tribune for a year before he joined the army in World War I. When he came back, he was a reporter on the old *World* followed by a job as feature writer on the *New York Evening Sun*. He was then named sports editor of the *Syracuse (N.Y.) Post Standard*. While at this job he was awarded the Sports Writers Award for 1924. Frank had covered sports for the *New York Evening Journal* and came to the *Times-Herald* in 1934. He is president of the Baseball Writers Association.

ALTHOUGH he started out to be a mining engineer Girard A. Robichaud, editor of the Washington bureau of the *Chicago Sun*, is now a Sigma Delta Chi. Jerry holds a B.S. degree from the New Mexico School of Mines. He began his journalistic career as a reporter on the Holyoke (Mass.) *Daily Transcript-Telegram*. He was next New England night manager of the *United Press* and joined that service's Washington bureau in 1937. He transferred to the *Sun* bureau in 1943.

A. Merriman Smith, White House correspondent of *UP*, was another inducted into the fraternity. Smith attended Oglethorpe University and while there covered sports for the *Atlanta Georgian*. He became managing editor of the *Athens (Ga.) Daily Times* and in 1936 joined *UP* as a general reporter in the South. He was transferred to the Washington bureau in 1941.

Lawrence Sullivan, another newcomer, is chief of the National Business News Bureau. Larry attended Northwestern University for three years and then was with the *AP* in Chicago for seven years. He was transferred to the *AP's* Washington bureau and worked successively on the Washington staffs of *UP* and *INS*. In 1931 he joined the *Washington Post* where he was White House reporter and three years later joined Haskins' Information Service. In 1936, Larry organized the National Business News Bureau, which services business and trade papers.

G. Howard Suttle, Jr., chief of the Suttle News Bureau, is the ninth new member. Slim spent three years at Clark Memorial College and Mississippi College before becoming a reporter on the Jackson (Miss.) *Clarion-Ledger*, the Fort Worth (Tex.) *Star Telegram* and the Memphis (Tenn.) *Commercial Appeal*. He then became managing editor of the *McComb (Miss.) Daily Journal*. He worked with the New Orleans bureau of *UP* before coming to Washington as correspondent for a number of southern dailies.

First Lt. John O. Thisler (Kansas State '42) is feature editor in the public relations office at headquarters of the U. S. 8th Army at Yokohama, Japan. Assigned to the same office is T/5 Richard Bessey (Wisconsin '42).

Capt. Cliff Jaffe (Northwestern '38), former sports writer for the *Chicago Herald-American*, has been released from active service at Scott Field, Ill., where he had been public relations officer. Inducted in 1941, Capt. Jaffe won an Air Corps commission in 1942 and received commendation for several special assignments in Air Force promotion, including command of a cross-country Victory Loan armada and recruiting programs for the AAF Woman's Army Corps and Technical Training Command.



Thomas L. Stokes

Faris and Stokes on Georgia Program

BARRY FARIS, national president of Sigma Delta Chi and editor-in-chief of the *International News Service*, and Thomas L. Stokes (Washington Professional '43), Pulitzer prize-winning political columnist, were among featured speakers sponsored by Georgia newspapers for the three day Georgia Press Institute held at the Henry W. Grady School of Journalism of the state university late in February.

Another speaker who is a member of Sigma Delta Chi was United States Senator Wilton E. Hall of South Carolina (Georgia Professional '45), publisher of the *Anderson (S.C.) Independent and Daily Mail*. Senator Hall was sponsored by the Hartwell (Ga.) *Sun* whose publisher, L. L. Morris, is a former Institute president.

Mr. Faris was sponsored by the *Columbus Ledger-Inquirer*, whose publishers, Maynard Ashworth and A. H. Chapman, are professional initiates of the Georgia chapter of Sigma Delta Chi. Mr. Stokes was the guest of the *Atlanta Constitution* whose associate editor, Jack Tarver (Georgia Professional '44) is chairman of the institute.

Stokes, a native of Georgia and a 1920 graduate of the university, worked on papers in Athens, Macon, Savannah and Atlanta before starting his long Washington career with the *United Press* and the *Scripps-Howard Newspaper Alliance*.

Barry Faris, who became national president of the fraternity in January (see Page 12-13) is probably the only major news service editorial executive who has directed coverage in two world wars. He has traveled thousands of miles in the recent conflict, visiting both European and Pacific theaters. His last trip took him to Tokyo after V-J Day.

The press institute was founded 20 years ago and is sponsored jointly by the Georgia Press Association and the university's school of journalism under Dean John E. Drewry (Georgia Professional '28).



Catherine de Medici said "Mmmmm!"

Catherine, it seems, was not quite so heartless a hostess as she was cracked up to be. She *did* serve an occasional cup of nice, hot poison. But most of her dinner guests fared very well indeed, for she fed them heaping dishes of a new delicacy — ice cream!

As brides will, Catherine brought favorite family recipes from Florence to her husband's court. One of them was for ice cream. And the novelty-loving French, unused to such a rare delight, promptly lapped it up!

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